

CHEMIST & DRUGGIST

INCORPORATING RETAIL CHEMIST

APRIL 21 1979

Exclusive to Chemists.



Security

SPECIAL SUPPLEMENT

**Panel names
announced: to
meet April 30**

**Students in
conference**

**Ear piercing:
professional
activity for
advertising?**

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**be gentle
with her.**

Advise her to use Medijel. Medijel is soft. Soft enough to be placed right on the point of pain. The local anaesthetic, lignocaine hydrochloride, can then start working immediately – whilst emollient, antibacterial and antifungal agents help promote rapid healing.

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CHEMIST & DRUGGIST

Incorporating Retail Chemist

April 21 1979

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CONTENTS

- 547 Comment—Facts in doubt . . .
 . . . and hard to find
- 548 Remuneration panel members named
- 549 Pharmacist wins tax concession over VAT
- 549 PSGB joins interprofessional group
- 550 NPA attacks C&G's "title in goods" clause
- 553 The Xrayser column—Overpaid!
- 553 People
- 555 Counterpoints
- 563 SECURITY—Special supplement
- 579 Students discuss preregistration year
- 583 Society's Council to investigate ear-piercing
- 585 Pay award for hospital pharmacists
- 587 Letters; company news; appointments
- 588 Market news; coming events
- 589 Classified advertisements

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21 April 1979

COMMENT

Facts in doubt . . .

The general election campaign provides an obvious opportunity to get a point of view across to Parliamentary candidates, so retail pharmacists will be pleased to hear that the Pharmaceutical Society has written to Branch Press officers encouraging them to put the profession's case via the media, including radio phone-in programmes. But there will be less enthusiasm when it is learned that the "ammunition" they have been offered includes one or two rogue shells which may have a potential for turning round and threatening the allies' position.

In one paragraph the document asks if candidates are aware that the primary reason for pharmacy closures is the grossly inadequate payments made to pharmacists under the National Health Service. As evidence the following is stated: "The net profit levels on *prescribed drugs are fixed at 2.8 per cent*" (our italics).

Students of the NHS contract will realise that the profit level at the moment is nearer 2.9 per cent; that it is not on prescribed drugs alone but also on appliances, etc, and other elements, and that it is not fixed—it varies with turnover and overheads. In fact, far from being fixed, it is a misleading average which camouflages a wide range of profit levels (and loss even?). The only "fixed" element in the equation is the negotiated 16 per cent return on capital employed, which is fed into the balance sheet.

Any pharmacist calling in to a radio phone-in programme must be sure of his facts and if he were to take the Society's figures at face value, without full knowledge of their derivation, he may well lay himself open to being discredited by the politicians—and causing more harm than good to pharmacy's public opinion rating. Another minor point is that the formation of an independent panel was agreed in November 1978, not December as claimed by the Society's document.

Did the Society check with the Pharmaceutical Services Negotiating Committee which has responsibility for negotiating the remuneration figures? If not, why not? There has been much criticism of pharmaceutical organisations' past failures to act in unison; has not the profession the right to expect that all the co-ordination and co-operation questions would have been ironed out long before such a much-heralded period of effort?

. . . and hard to find

The three main party manifestos are noteworthy for their lack of detail. All intend to help small businesses in one way or another but perhaps not surprisingly, little or no mention is made of pharmacies. The Liberals say they encourage the retention of local pharmacies and the Conservatives, on request for a special statement on pharmacy, say they would consider very carefully and sympathetically recommendations of the independent panel which is to look at contractors' remuneration. The Liberals and Labour have yet to issue their special statements, but no doubt they will contain similar platitudes.

If all parties realise the importance of pharmacies to the community why is there any problem over remunerating contractors adequately? Clearly, any government move to improve the pharmaceutical services would receive all-party support. When local candidates come vote-seeking, pharmacists will have many such questions to put—a commitment now will prove useful for Parliamentary lobbying in the future. No opportunities must be lost to make candidates aware of the importance of community pharmacies and the help that is required to maintain a viable service.

Chemist & Druggist 547

Panel named and to meet on April 30

The members of the independent assessment panel set up to consider the claim for an increase in the profit margin on NHS dispensing have at last been named. The panel is expected to meet for the first time on April 30 and it is hoped the report will be ready by July 31.

The chairman is Mr John Franks, a solicitor, Fellow of the Institute of Arbitrators, member of the Law Society Council and a member of the Law Reform Committee. The other two members are Mr John Scott, an accountant, secretary to the review board on government contracts, and a director of Binder-Hamlyn, consultant accountants, and Mildred Head, president of the National Chamber of Trade and a member of the D'Avignon committee for the distributive trades in Brussels.

Mr A. J. Smith, chief executive, Pharmaceutical Services Negotiating Committee said on Tuesday he was delighted the panel had been established, and felt it was a well-balanced team with a wealth of talent. He hoped the next government would act on the findings.

No extra pay for school pharmacists

The Pharmaceutical Society's Council has decided not to press for higher remuneration for pharmacist members of staff at schools of pharmacy compared with members of other disciplines. Council heard at this month's meeting that a representative of the Burnham Further Education Committee had said his committee did not normally make special provision for particular academic disciplines but a general increase in salaries would probably follow a recent comparability review.

The Society's Education Committee had been told that most of the Committee of Heads of Schools of Pharmacy had also opposed the concept.

During Council discussion Mr David Dalglish said the decision would encourage the disturbing trend towards recruitment of non-pharmacists in schools of pharmacy. He moved that Council should continue to press for higher remuneration for registered pharmacists teaching in schools. Mr Colin Hitchings said he had felt the same as Mr Dalglish until he had heard the heads of schools. They had obviously discussed the matter at considerable length, were concerned, but felt that overall it would be advantageous to maintain policy. Mr I. Bannerman pointed out the heads of schools, with one or two exceptions, were pharmacists and would personally gain by the

proposal, but their responsibility was to run schools of pharmacy and get the best possible results. They felt it might create dissension among staff while not benefiting the recruitment of pharmacists. Mr Dalglish's motion was lost.

Tory help for small businesses

The Conservative manifesto, published last week recognises that creation of new jobs depends to a great extent on the success of smaller businesses. To help small businesses the party intends to cut direct and capital taxation, simplify VAT, make planning restraints less rigid, reduce the number of official forms and make them simpler, provide safeguards against unfair competition from direct labour, review the National Insurance and pension arrangements for the self-employed, and amend the Employment Protection Act. The enforcement procedures of Customs and Excise and the Inland Revenue will also be reviewed.

In order to ensure effective competition and fair pricing policies, says the manifesto, the working and legislation of the Monopolies Commission, Office of

Fair Trading, and the Price Commission will be scrutinised. On health and welfare, the Conservatives plan to encourage people to help themselves more. There is no intention to reduce spending on the Health Service but to make better use of the resources available. The Conservatives oppose nationalisation of the pharmaceutical industry.

Liberal support

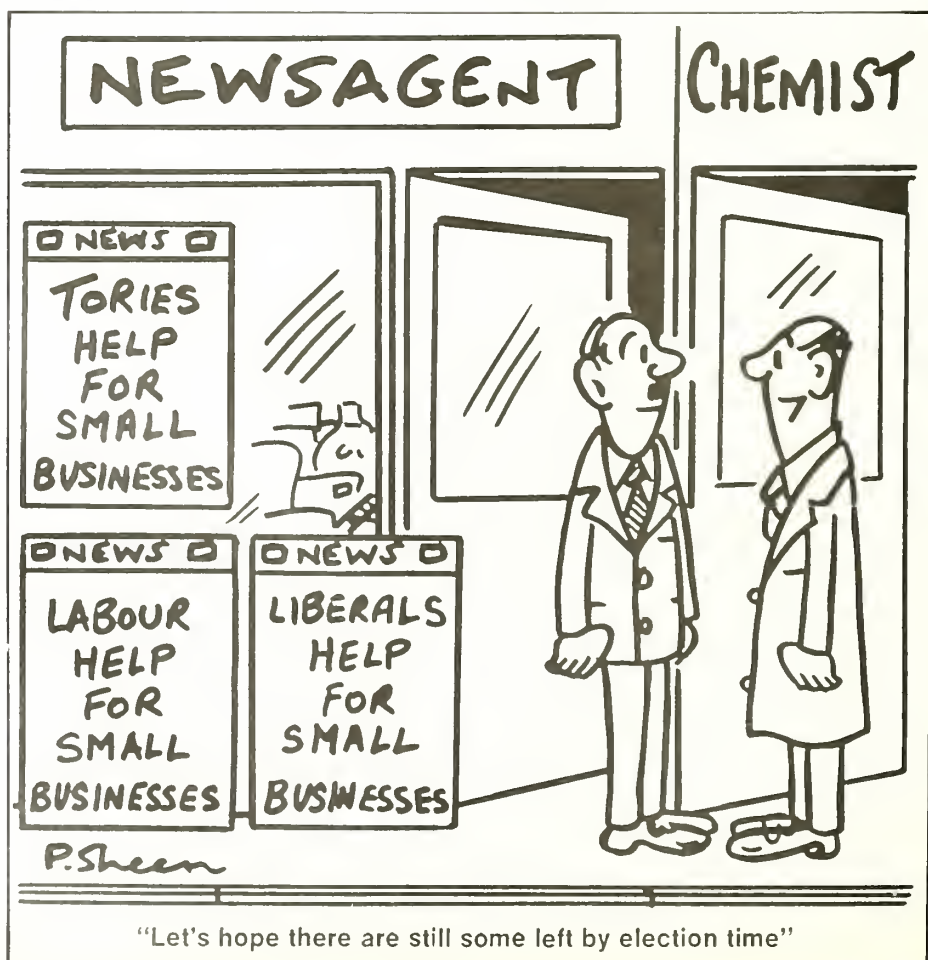
The Liberal manifesto is the only one from the main parties to mention pharmacies. The party wants to encourage the retention of local pharmacies, it says. As part of the reform of the tax system self assessment would be introduced and employers' National Insurance contributions would be replaced by a regionally varied payroll tax. VAT would be levied at a single rate.

Cancer research aid

The Cancer Research Aid Committee and Cancer Research Campaign are looking for commercial sponsors to "purchase" units in a model town to be displayed at Alexandra Palace, north London, October 20-21.

The sponsor's name will appear on the front of the shop, factory or office "purchased." CRAC will either construct the unit on the sponsor's behalf or supply Lego bricks for self-construction; prices range from £35 to £120.

Details from Ms Brenda Dean, CRAC Lego Project '79, Cancer Research Campaign, 2 Carlton House Terrace, London SW1Y 5AR.



Pharmacist wins tax concession over VAT

A retail pharmacist who approached his local collector of taxes over cash flow problems while the VAT computer strike continues, has had Pay As You Earn and National Insurance contribution demands suspended. *C&D* has not so far established whether the offer is being made more generally.

In his letter to Inland Revenue, the pharmacist pointed out that his ability to pay had come to depend on prompt payment of the excess of VAT inputs over outputs. "The viability of our company, the employment of our staff, the service we provide to our customers, both for sales and NHS prescriptions, are all dependent on a predictable flow of cash through our accounts. If one source dries up, for any reason, then our ability to meet our commitments is impaired. The industrial action of your colleagues in the VAT unit in Southend has a direct cause and effect relationship with our inability to meet your demand."

"Some people might say that moral justice is being done, when the actions of one department causes problems for

the staff of another department of the same office. I consider that this would be no more than a cheap debating point however, and am mainly concerned with my own difficulties in being the 'piggy in the middle' of two bureaucratic juggernauts, against neither of which do I have defence, or hope of recourse."

"Can your office not influence the VAT unit in this matter, which must be causing deep concern to pharmacists throughout Britain? Some of them may be able to meet your demands from other sources of funds, but many must be in the same plight as myself."

The writer offered to send a cheque for the difference between the two amounts—"or would this cause so many administrative problems for you (as it would for us) as to be not worthwhile?"

The Collector of Taxes replied: "I sympathise with the situation outlined in your letter, and would confirm that under the present circumstances I am prepared to suspend collection of the Pay As You Earn and National Insurance Contributions due, for the time being."

Need to attend Service hearings

The dispensing of 170 Aldomet tablets instead of the 150 prescribed led to a Service Committee reprimand for the "respondent chemists."

Camden and Islington FPC's Service Committee agreed that the 13.3 per cent dispensing error was beyond reasonable limits. The committee was particularly concerned that the pharmacist dispenser did not attend the hearing because he could not explain his error and felt there was nothing to add to his original statement given at his firm's own inquiry. Instead, the deputy pharmacy superintendent attended on his behalf. The Committee "strongly considered" that "respondent chemists" should ensure that pharmacist employees, who dispense prescriptions which are the subject of Service Committee hearings, are present to give evidence.

New treatments for schizophrenia

Current research into the biochemistry of schizophrenia will probably lead to more effective treatments in the 1980s, concludes an Office of Health Economics booklet published this week.

One encouraging development has been the discovery of the "natural opiate" neurotransmitters—enkephalins and endorphins—which may be involved in some forms of schizophrenia as well as regulating pain pathways. Experiments with morphine antagonists and the natur-

ally-produced beta endorphin support this view and back the hypothesis that the illegal use of morphine may sometimes be an attempt to gain relief from distressing psychotic symptoms not affected by conventional therapy. The booklet concludes that this research could lead to an entirely new approach to the treatment of the disease.

"Schizophrenia. Biochemical impairments: Social handicaps?" (Office of Health Economics, 162 Regent Street, London W1R 6DD. £0.35).

Mr Hans Bang, managing director, Cow & Gate Ltd, watching Lord Margadale, Lord Lieutenant of Wiltshire, unveiling a plaque commemorating 75 years of Cow & Gate babyfoods. The ceremony marked the official opening last week of the company's headquarters in Manvers Street, Trowbridge. The company is planning a £0.5 million investment programme locally.



PSGB joins UK professional group

The Pharmaceutical Society is now a member of the UK interprofessional group, set up to exchange views of common interest. Other members are the following: Institute of Chartered Accountants in England & Wales, British Dental Association, British Medical Association, Royal Institution of Chartered Surveyors, Royal College of Surgeons in England, Royal College of Veterinary Surgeons, Senate of the Inns of Court and the Bar, Institute of Actuaries, Royal Institute of British Architects, Chartered Institute of Patent Agents and the Law Society. The next meeting of the group will be held in the Society's headquarters on June 20.

At this month's PSGB Council meeting, Mr J. Balmford, the president, said the officers had recommended that Council delay the election of permanent representatives to the group until after the Council election and the election of officers. Mr D Dalglish asked whether Council had abandoned the concept of a professional organisation for the health professions. He was concerned to see that nursing was not represented on the UK interprofessional group. Mr Balmford said the concept of a body for the health professions had not been abandoned.

Register losses

There was a net loss of 15 pharmacies to the Pharmaceutical Society's Register in March. In England 24 closed down and 10 opened up (six closures and one opening being in London); in Wales one opened up and in Scotland two opened and four closed down.

NPA attacks C&G's new 'title in goods' clause

The National Pharmaceutical Association is to make strong representations to Cow & Gate Ltd concerning new clauses in their terms and conditions of sale. The Board of Management, at last month's meeting, particularly objected to clause 2 which reserved title in goods to Cow & Gate until all outstanding payments had been made. In practice, all Cow & Gate products in a pharmacy would remain the property of Cow & Gate although at the pharmacist's risk.

Through subclause ii, Cow & Gate were also seeking to retain a title to any other goods with which their products might be processed or mixed. Clause 3 absolved Cow & Gate from any liability stemming from failure to deliver on time and clause 4 permitted Cow & Gate to invoice at the price ruling at the date of despatch and also to vary quotations.

Pack dimensions survey

Tablet packaging: Board members have been asked to participate in a survey of packs in their dispensaries to determine which products could be packed more conveniently and compactly and any other action the NPA could take. The decision followed a request from a member of NPA to manufacturers to ensure foil-packed tablets were supplied in the smallest physical size. The Board had put the suggestion to manufacturers in the past, and hoped that drug firms and contract packers would bear in mind that only certain approved sizes of cartons were available to retail pharmacists for the dispensing of strip and foil packs.

Veterinary sales: The Board discussed possible ways in which members could take advantage of the Medicines Act regulations by increasing sales of animal medicines. Some animal medicines were PMI and could be sold to farmers by merchants as well as pharmacists.

At present saddlers could sell wormers for horses, but in future could only do so if the horses were used for the purpose of carrying on a business; not if horses were merely pets. Such business could be handled by many pharmacists despite the pharmacy not being the traditional outlet, usually because of a lack of storage space.

To encourage chemists to stock veterinary products such as anthelmintics, especially for use by owners of pet horses, the office is to collate information about suitable products and their availability and prepare a draft booklet for consideration by the Board with a list of specialist wholesalers.

Supplementary invoices: It was recognised that chemists had no legal or moral obligation to pay second invoices where the goods had been supplied on private prescription, said NPA deputy secretary, Mr T. Astill. The Board discussed the supplementary invoices sent by Miles

Laboratories (C&D, March 31, p404) and heard that pharmacist contractors were being paid the full amount by the pricing bureaux even where NHS prescriptions had been endorsed with the lesser invoice amount.

Surgical courses: The office is to investigate the provision of a truss-fitting course following a discussion by the business services committee about training in fitting for pharmacy assistants. Detailed inquiries had shown that apart from a three-year course arranged by the British Institute of Surgical Technologists, there was no readily available short course of training. There were, however, members providing services and, although few in number, there was clearly a training need. The NPA course would be one or two days in duration involving practical instruction for pharmacists and assistants.

Deliveries by members: The committee accepted in principle a member's suggestion that a small sign or card be prepared for members to display in cars when delivering essential medical supplies to patients—particularly in non-parking areas. The member had prepared a card

worded, "Pharmacist delivering essential medical supplies" and had found the police and traffic wardens most helpful in letting him park—even on double yellow lines—for a limited period; this he found essential when delivering oxygen. The office is to prepare samples.

Sunday trading: The Board noted that the results of the survey of readers carried out by *Chemist and Druggist* completely supported the Board's views about the lack of enthusiasm among retail pharmacists for Sunday trading.

Pharmacy services survey: No objection was raised to a survey being conducted by the department of community health at Nottingham University into the advisory and information services provided by retail pharmacists. The Board would however offer to comment on the results as soon as they were available.

NPA show: Details of special discounts on business and dispensary equipment being negotiated for the NPA show were approved by the business services committee which affirmed they would be applicable to personal visitors.

Revlon meetings: NPA thought it unfortunate that the NPA Revlon meeting in London (C&D, March 31, p413) had not fulfilled its stated objectives, but considerable improvements were planned for the two remaining meetings. Approaches would be made to Max Factor and Yardley for similar but more appropriate meetings for members.

Dettol commercial's good rating

The Dettol television advertisement was the highest scoring in the special interest top ten compiled by the Television Advertising Bureau (TABs) for the period February 7 to March 6. TABs regularly compile a league table of "interest" levels among a panel of 3,500 viewers in the London television area. A separate table comprised of products of special interest to chemists places the Dettol campaign at the top with Savlon antiseptic close behind.

The following list has been prepared by TABs for C&D (a score of 50 is a good average, 81 the highest ever and 30 is reported as low):

Dettol	61
Savlon antiseptic	59
Boots	58
Lucozade	55
Heinz low cal. soups	54
Johnsons Band Aid	54
Norsca	54
Scotties Tri-Ply	52
Roskens hand care	52
Temana air-fresh ball	52

The top ten list of all commercials, regardless of special interest, contains no new entrants, which TABs believes demonstrates that high interest campaigns, carefully managed and given occasional up-dated treatments, can remain successful and show little or no signs of wearing out. PG Tips and Oxo cubes were joint winners with 72 each, followed by Country Life butter with 71

and Anchor butter with 69. More information and reports covering all advertised brands are available from TABs at 12 Greek Street, London W1.

Revlon's new policy in Australia

Revlon in Australia are adopting new marketing and merchandising policies which mark a major change in their attitude towards pharmacy, according to a recent *Australian Journal of Pharmacy*.

The company is attempting to reduce cosmetics stockholding and to increase stock-turn, and a statement to pharmacy accounts admits: "Revlon recognise that the record of the past has not been good enough." There are four aspects to the new approach: Introduction of a sales and inventory management system (SIM), already tried in Britain; "counter intelligence" involving clearer identification of cosmetics sections; co-ordinated stock control aiming at complete sell-in and sell-through; and use of an audio-visual system to help representatives communicate with pharmacists.

Revlon in the UK operate through some stockists a similar system to SIM, in which stock orders are related to stock-turn. They plan to extend the facility to all stockists eventually. The company recently defended their marketing strategies at a meeting of 350 independent chemists and staffs in London (C&D, March 31, p413).

**If you don't sell out of
NoMoR GREY after our
12 T.V. commercials,
500 tube cards,
19 National press ads and
2 for the price of 1 offer**

**It will probably mean you
forgot to order any!**

"To make sure that NoMoR GREY sells out quickly we've done three things":-

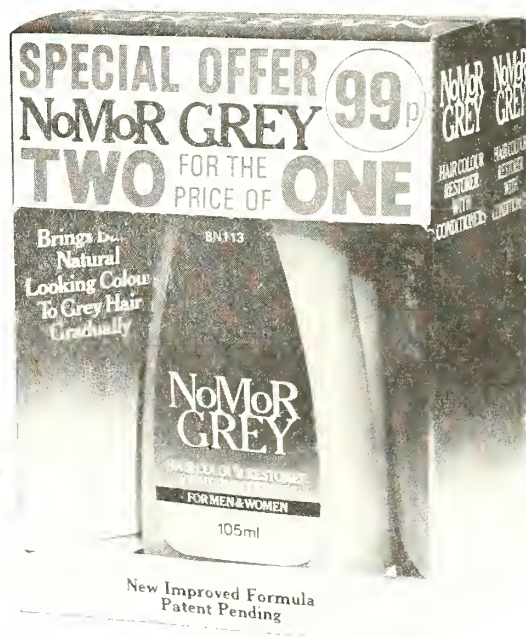
1. Improved the formulation quality and changed to a well researched new fragrance.
2. Put £50,000 behind the first phase of a NoMor Grey promotional campaign running from March to June — with regional TV, tube cards and high frequency advertising in TV Times, Reveille, Daily Express and Daily Mail.
3. Repeated our fabulously successful two for the price of one offer.

With an RSP of only 99p, a 'money back if not fully satisfied' guarantee and a new formula which includes built-in conditioners, NoMor Grey enables you to offer your customers a quality product and exceptionally good value. Place your order today, but be prepared for a quick sell-out.

New Improved Formula

NoMoR GREY

Manufactured by Holdwood International (Cosmetics) Ltd.
For further details contact our distributors, DENDRON LTD.,
94 Rickmansworth Rd., Watford, Herts WD1 7JJ. Tel. (0923) 29251



How to treat irritated customers.

Your customers' eyes get irritated by a number of things, not the least of which are hayfever and the chlorine in public swimming pools. Both cause soreness, redness and itching.

To relieve these symptoms, Optrex have launched new Clearine drops.

There'll be heavy advertising support in the national press, swimming press and on radio, starting May.

Contact your Optrex Representative or local Wholesaler now and take advantage of our special introductory offer.

And treat yourself to a market that's never been treated so well before.



New Clearine. Relief for sore eyes.

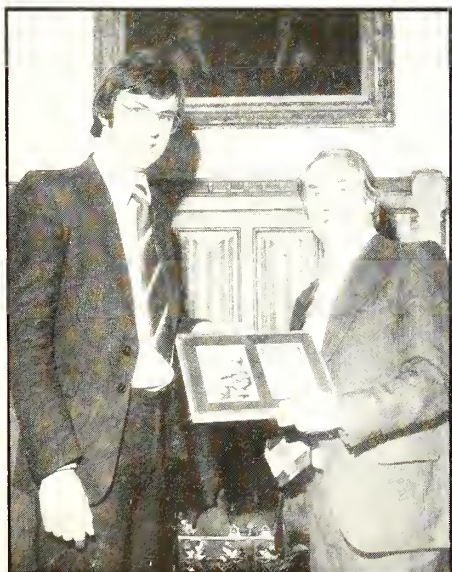


Pharmacists stand in general election

General election candidates include three pharmacists, a dispensing assistant and an assistant company secretary at a pharmaceutical company. **Mr Ivor Shipley**, proprietor, is standing as Liberal candidate for Bromley, Ravensbourne, Kent, (Conservative majority 8,505 in the last election). **Mr Ronald Gould**, proprietor, is the Conservative candidate for Liverpool, Walton (Labour 9,862). **Mr Alexander Matheson**, company director, is the Labour candidate for Western Isles (SNP 5,232). **Mr Frederick Peacock**, chemist's dispenser, is the Labour candidate for Mid-Bedfordshire (Conservative 9,326). **Miss Jacqueline Pattman**, barrister and assistant company secretary at a pharmaceutical company, is Conservative candidate for Dearne Valley (Labour 27,269).

Mr Gordon Wills, professor of marketing, Cranfield School of Management, and a Fellow of the Institute of Marketing, has been appointed chairman of the adjudication panel of the 1979 Marketing Awards for Poster Advertising. The scheme is co-sponsored by the Institute of Marketing and British Posters Ltd. The 1979 awards are open to all poster advertisers or their agencies, using static four-sheet or larger posters in the UK between June 1, 1978, and May 31, 1979. Closing date for entries is August 31. Entry forms from: Marketing Awards for Poster Advertising awards office, 19 Floral Street, London WC2E 9DS.

Lord Willis—as Ted Willis creator of the "Dixon of Dock Green" BBC TV series—was recently presented at the House of Lords with the original artwork of an advertisement for Listerine mouthwash by the product manager, Tony Spruce. The advertisement featured "Sergeant D" and was included in the "Listerine History of Social Graces" advertising campaign.



by Xrayser

Overpaid!

You will all, I hope, have read the report of Mr David Sharpe's address to the Buckinghamshire contractors conference. One or two home truths plainly stated, I thought, and not before time. I liked his simple statement about a professional negotiator. You will remember that about 18 months ago, in my exasperation, I advocated the appointment of one, but quietly abandoned this stance as the realisation dawned that it would make no difference whom we employed, for his ability to negotiate would depend upon our complete support. Nicely put by Mr Sharpe when he said "You make me professional negotiator by ensuring that when I say 'out' you come out".

As the Editor said, in Comment on the contributed article on sanctions, the existence of an alternative programme of action, well publicised, and clearly laid out for all to see each part in the scheme, its costs and its benefits, would go a long way to strengthening the arm of our PSNC. It will be a bad day for us all if in continuing weakness and disunity we allow the DHSS to claw back the "overpayment" which has apparently accumulated since 1975 at a time when some of our retail pharmacies are being wiped out through insufficient income.

I remember it well

Can it really be 25 years since Largactil was introduced? I don't feel old but must sound like Methuselah when I say that I remember well the pre-Largactil regime for the mentally disturbed. It seemed to comprise mainly phenobarbs and bromides. Old Solly, a prize patient of our psychiatric outpatients, springs to mind immediately, for there was a love-hate relationship if ever there was one—we hated him, but he loved us! During the time I knew him he managed to get into quite a lot of consultant clinics, for he acquired a skin condition which made him a frequent visitor.

My main impression was of his incredible stupidity, while his habit of dribbling on the dispensing counter did little to endear him. I moved away from that hospital, but some years later did a locum job in a retail pharmacy nearby where I received a script . . . for Largactil 25mg tds for a patient whose mid-continental name was unique. I looked up, but could hardly recognise in a smart middle-aged businessman any trace of our old reprobate. But it was Old Solly, for when I gave him the item he smiled at me and said "Surely you are Mr X from the hospital?" And we talked of his bad years and his miraculous restoration to normal life. Miracles do happen.

Get better soon

To those of you who know Tim Astill the news that this bright man has been brutally attacked in Glasgow, by two men armed with an iron bar, is appalling. Speaking for myself I was chilled by the sentence "because of the wiring of his jaw and the leg plaster, Mr Astill has had to cancel outside engagements for the next few weeks". Let us wish Mr Astill speedy and pain-free recovery, he is much needed by his profession.

Product knowledge training package

Two aids to product knowledge training have been produced by the Distributive Industry Training Board—a video programme and film entitled "Pass it on" and a booklet, "Know your products". The former deals with passing on the right amount of information to each customer; the booklet identifies sources from

which suitable training material can be obtained and suggests methods of using this information for the benefit of staff and satisfaction of the customer.

"Pass it on" may be purchased or hired from the sales department, DITB, MacLaren House, Talbot Road, Stretford, Manchester M32 0FP (video cassette—purchase £81, hire £16.20; 16mm film—purchase £189, hire £37.80). "Know your products" is being sent to all levy-payers

Big double boost to make

PHENSIC SALES REACH NEW HIGH

PHENSIC, one of the most famous names among pain-relievers, is currently on course to gain even greater fame, win even more customers. The reason? The big double boost Beecham are giving the brand in the form of extra heavy TV support and an extra new-size pack.

£250,000 ON TV

This month sees the start of a year-long series of powerful TV bursts, combining to reach over 90% of all viewers nationwide. In the first, now on air, a massive £250,000 spend is concentrated into just two months.

NEW-SIZE PACK

Featuring the popular real-life "First-time" commercials, the campaign opening coincides with the launch of Phensic's new handy 12-tablet pack.

This pack, ideal for pocket or handbag, economical too, is another feature that's sure to boost the brand's sales still further. While, to boost chemists' profits come special deals that make the message ring out clearer than ever: now's the time to stock up - and in quantity.



Powerful Phensic TV... together with new pack and special deals, it points up the urgent need to restock.

ALL CHANGE TO SETTLERS?



Already No. 2 in the £6m indigestion remedies market, Settlers plan to increase brand share still further. And all by reporting market facts.

"Everywhere people are changing to Settlers" say the new TV commercials appearing next month and then again and again through the year. Restock now and see how express relief brings express turnover!

FIRST FOR FIRST AID

Germolene Ointment, the family's first choice for first aid, is another Beecham brand that's going places fast.

The proven campaign, an established sales winner, restarts next month with powerful new ads that will run at record-breaking frequency and with record-breaking expenditure. Be ready to meet the demand they'll bring.

DON'T CATCH A COLD!

Even when winter goes, colds and chills stay around. Which means customers will still go on demanding Beechams Powders and Beechams Powders Hot Lemon, specially when reminded by renewed and continuous press ads. Don't catch a cold by being caught without stocks. Reorder now - and don't forget Tablets, always in demand at holiday packing time.



TONIC FOR SALES!

Phyllosan, Yeast-Vite, Iron Jelloids... after a long hard winter their sales always peak. Backed by this appealing new "Spring Health" counter display and by warm, human advertising in the Women's Magazines "Home Medicine Chest" series, they're bound to reach new high targets this spring.

COUNTERPOINTS

Eucryl aims to take a bigger bite

Eucryl toothpowder is to be relaunched by LRC Products. The company's main aim is to extend the product's consumer franchise by strengthening the appeal of the non-smoker's variety. New flavours, more modern packaging and substantial national television advertising are the elements which make up this relaunch.

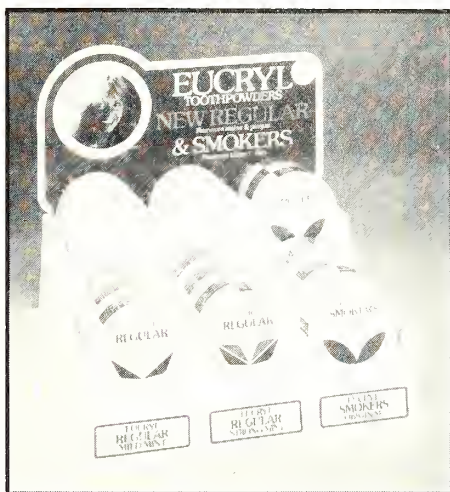
The Eucryl name has been synonymous with smoker's dentifrice products for many years. However, the company believes there is tremendous potential for additional sales to non-smokers who also suffer from stained teeth. LRC research suggests that 42 per cent of the total adult non-smoking population find staining of teeth a serious problem. Eucryl regular toothpowders, which replace the existing white and mint fresh, are being firmly positioned as the solution to stains on teeth—stains caused by food and drink combining with plaque.

The company's research also showed that most consumers prefer a mint-flavoured dentifrice, so new Eucryl regular will be available in both mild mint and strong mint.

Eucryl "smokers" variety is said to be currently brand leader in the specialist smoker's section of the dentifrice market. One third of all smokers with their own teeth already use Eucryl, but there are still over 2½ million potential new users for the brand—smokers who admit to having a problem caused by tobacco film staining their teeth, but who do not yet use a dentifrice for this problem. LRC is retaining the existing smokers flavours, renamed smokers original and smokers fresh.

In July a new Eucryl commercial will be shown in a nationwide television campaign worth £½ million. The commercial is aimed at non-smokers who have a problem with stained teeth, and features the new Regular Strong and Mild Mint packs.

The appearance of all Eucryl packs (£0.35) has been updated with a new logo, and a different colour for each variety for easier identification. Another new feature is a printed airtight seal around each pack to facilitate flavour recognition when the packs are stacked upright. The pack has been increased in size to 75g in line with EEC regulations, and the lid redesigned to make it more stable when stacked, say the company. Each variety is packed in dozens in a display outer, with the bigger volume smokers' outers being packed in cases of two dozen. A counter display tray containing all four flavours, window stickers and headboards are also available. *LRC Products Ltd, Sanitas House, Stockwell Green, London SW9 9JJ.*



Expansion to follow new Cooper name

Following the change of name, from Knox Laboratories to Cooper Health Products Ltd, the company is about to embark on a major expansion programme introducing a series of new products to the UK. The name was recently changed to identify with the parent company, Cooper Laboratories Inc, with interests in dental care, skin care, diet, surgery and respiratory and cardiovascular treatments.

In recent months, UK sales of Oral-B toothbrushes have been running 20 per cent higher than during the previous year Cooper Health say. More oral hygiene products will be added to the range in the near future, including a new floss.

Cooper see a huge potential in the UK market, according to Ralph Mulryne, general sales manager. He says: "In theory sales of oral hygiene products should be many times their current sales volume. For instance, professionally recommended brushes—a premium priced product—have less than 20 per cent of total current unit toothbrush sales. Because of the advantages to teeth and gums this sector of the market really ought to be dominant, and sell on the basis of four brushes per person per year—to everyone with teeth. The theoretical potential here is therefore some 20 times the existing volume. Sales of floss and disclosing tablets are minimal in comparison with the United States market. The potential in the UK is a hundred times current figures. Education is the key and growing awareness will lead to a major increase in demand across the whole oral hygiene market in the near future".

The company is therefore widening activity in dental education by greater

liaison with dentists, health authorities and health workers. Educational material is available in the form of posters, leaflets, banners and instructional sheets.

Another area for expansion is skin care, where the Aveeno range of oatmeal-based cleansers has been used mainly for medically-referred problems. Now consumer activity is being stepped up to increase sales of Aveeno bars. They do not contain soap and are intended for the six million people who visit doctors with skin problems.

Ron Fawcett, Cooper Health's medical products manager, says that in the past, many potential customers have been turned away by chemists not holding supplies. Cooper are improving retail stock levels, and intend to increase the range later in the year. "People with skin problems are constantly seeking relief from their complaint—far better to buy an Aveeno bar from their chemist than continue to aggravate the problem with soap, he says. "These customers include the young mother whose baby has nappy rash, the teenager with acne, and the elderly suffering from a dry, itching skin condition." Pharmacists, doctors and dentists, who must wash their hands frequently each day, could also avoid dry, chapped, cracking skin by using Aveeno bar oiled.

For contact lenses

A third market where Cooper Health are stepping up activity lies in contact lenses. Care of their Permalens is generally removal once a month for cleansing. To support increased marketing activity Permalens will be introducing a number of supporting products during the year for sale in pharmacies. Tony Crampin, Permalens marketing manager comments: "Sales potential for contact lens accessories and solutions runs into tens of millions of pounds—the market should develop rapidly as the number of wearers increases from the current base of around 300,000 patients".

Cooper Health claim to be the world's third largest producer of ophthalmic products. They intend to increase the UK range in prescription and over-the-counter solutions. Among them are treatments for glaucoma, ocular infections, inflammatory and allergic conditions, and general eye care.

To guide the expansion programme Cooper Health have assigned Jim Alexander to direct UK and European activities. He was previously president and general manager of Cooper's Canadian operation. *Cooper Health Products Ltd, The Firs, Whitchurch, Aylesbury, Bucks HP22 4JU.*

COUNTERPOINTS

Endocil shows it's harder for a woman

Chefaro will be spending £100,000 on their new spring advertising campaign for Endocil, which will be concentrated in leading women's magazines.

For maximum impact the two new advertisements are a departure from traditional skin care campaigns. Depicting a distinguished man, the supporting copy contrasts how men and women are affected by the passing of years; the underlying message being that it is women who have to work at maintaining their looks. The campaign is scheduled to run from now to November and will

appear in *Woman's Weekly*, *My Weekly*, *She*, *Woman & Home*, *Woman's Journal*, *Chefaro Proprietaries*, *Crown House*, *London Road, Morden, Surrey*.

Galaxy distribution

Galaxy hosiery is available from the Pretty Polly merchandising division, Unwin Road, Sutton-in-Ashfield, Notts, and not as stated in Counterpoints, March 24, p391. Pretty Polly support hosiery is distributed through Pharmagen Ltd, Chapel Street, Runcorn, Cheshire.

Christiaan Barnard to present awards

Making the presentations at the national final of the 1979 Dettol Nursing Awards will be heart surgeon Professor Christiaan Barnard, who is travelling to Britain from Cape Town especially for the event.

Judging and presentation of these Awards was to take place on April 20, in Guernsey, as a curtain raiser to the Royal College of Nursing National Congress and Exhibition, which is being held on the Island next week.

By way of celebrating the centenary of the appointment of the very first industrial nurse in 1878, this year's Nursing Awards have been directed exclusively towards occupational health nursing. This is an innovation in the Awards Scheme in that since their inception in 1974 it is the first year that they have related to one specific area of the nursing profession.

Sponsored by Dettol, in association with the Royal College of Nursing, year by year the Dettol Nursing Awards have become increasingly relevant to the recognition of high standards throughout the profession.

The winner of the Awards will receive £1,000, plus £500 to be spent on equipment, which will be used by the occupational health nursing service where the nurse is employed. The runner-up will receive £500, plus £250 to be spent on equipment on a similar basis. Both winner and runner-up will keep a miniature Dettol Sword trophy, and the winner will also be presented with the Dettol Sword. *Reckitt & Colman Products Ltd, Dansom Lane, Hull HU8 7DS*.

ON TV NEXT WEEK

Ln—London M—Midlands Lc—Lancashire Y—Yorkshire Sc—Scotland WW—Wales and West So—South NE—North-east A—Anglia U—Ulster We—Westward B—Border G—Grampian E—Eireann CI—Channel Island.

Alberto balsam: All except U, E
Alberto V05 shampoo: All except U, E
Alka Seltzer: All except A
Anadin: All areas
Aspro Clear: Ln, U, E
Bakese: Y, NE
Bisodol: Lc, So
Buf Put: Y, NE
Crest: A
Head & Shoulders: Ln, Y, U, G, CI
Natural Balance conditioners: All areas
Natural Balance shampoo: WW, So, We
Nomor Grey: Y, NE, U
Philips Ladyshave: All areas
Vaseline Intensive Care lotion: Y, NE
White Wizard: WW
Zest: M, Lc, Sc, B, G



**This could be
a double ticket
to Amsterdam.**

Carter's Little Liver Pills change their name

Carter's Little Liver Pills are to change their name to Carter's Little Pills. Under the Medicines (Labelling and Advertising to the Public) Regulations 1978, the word "liver" may not be used in advertising, including the name of a product. The company also believes that use of the word "liver" on a laxative could be confusing for customers. There is no specific date for the changeover—the new product will be introduced as old packaging is exhausted and pharmacists selling out old stock will not be acting illegally. Prices for the two sizes, regular and family, remain the same. *Carter-Wallace Ltd, Wear Bay Road, Folkestone, Kent.*



tember. Further information from: *Don Beaton, area chiropodist, City & East London Area Health Authority, Addison House, 32 Chart Street, London N.1.*

Scholl sponsor poster competition

"Feet rule OK!" is the theme of a poster competition to encourage children in the East End of London to take more care of their feet. Organised by the City and East London Area Health Authority to mark the International Year of the Child, the competition is sponsored by Scholl (UK) Ltd, and West Ham United Football Club.

To "kick-off" in style, 1,000 gas-filled balloons announcing the competition will be released prior to the final match of the season on April 28 at West Ham United football ground. 10,000 "Feet rule OK!" pin-on badges will be distributed to children through their schools.

The competition offers prizes, to be presented by Trevor Brooking, including a foldaway bicycle, super radio, cassette player, paintboxes and kites. The school sending the top poster will receive £200 for sports/play equipment, from Scholl. Twenty seven prize winning posters will be exhibited in central London in Sep-

Free Lil-lets

From April 20 with an advertisement in the *Daily Mail*, Lilia-White are expanding their policy to persuade towel and tampon users to use Lil-lets by promoting through the national Press.

This campaign, head-lined "Feel free to try Lil-lets" will offer a pack of Lil-lets free of charge to the consumer, who has to enclose a pack top from her usual brand with this request. The free Lil-lets will be supplied in a specially tailored plain box, in any of the four absorbencies, together with a 10p off next purchase coupon. Closing date from Press advertisements will be four weeks after day of issue.

Point of sale leaflets in transparent holders which are a scaled down copy of this advertisement, will be made available to the trade with September 30 as closing date. *Lilia-White Ltd, Alum Rock Road, Birmingham B8 3DZ.*

Badedas goes trial size

Beecham Proprietaries are introducing a small 75ml bottle size into the Badedas Vita bath range, which now includes a sachet, four sizes of bottle, a toilet soap and a tale. The compact new bottle (£0.95) will be introduced into the retail trade within a special counter display unit, and is designed to act as an introductory trial size.

The company believes that for the established loyalists, "who can't bear to be without their Badedas at any time"—it will be a handy travel pack, holding just enough for a short holiday or business trip. *Beecham Proprietaries, Beecham House, Great West Road, Brentford, Middlesex.*

Tabac parcel

Eylure are currently offering the trade a bonus parcel on Tabac Original deodorants. The parcel (£39.50) contains six 50g deodorant sprays, six 175g deodorant sprays, six 125g antiperspirant sprays, six 200g antiperspirant sprays, six 21g deodorant sticks, six 35g deodorant sticks and six 100g tales. As a bonus the company will also include six extra 100g tales (worth £8.34) free of charge. *Eylure Ltd, Grange Industrial Estate, Llanfrechfa Way, Cwmbran, Gwent.*

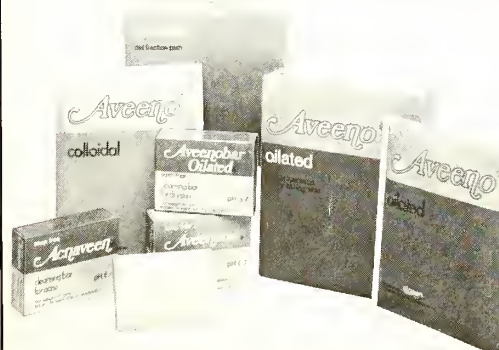
Triclofos from Evans when Tricloryl goes

On April 30, Glaxo Laboratories Ltd, Greenford, Middlesex, will discontinue all packs of Tricloryl tablets and Tricloryl syrup (triclofos elixir BPC) and no further supplies will be available.

From May 1 triclofos elixir BPC will be available in packs of 100ml (£0.39 trade) 2 litres (£6.33) from *Evans Medical Ltd, Speke, Liverpool L24 9JD.*

Aveeno® Natural colloidal oatmeal range

Soothes, cleanses and conditions inflamed skin



Aveenobar

A soap-free cleansing bar for sensitive skin, and to complement Aveeno Colloidal bath therapy.

Aveeno Colloidal Sachets

For bathing large skin areas, providing soothing relief from inflamed, itching conditions.

Aveenobar Oiled

A soap-free cleansing bar for dry skin, and to complement Aveeno Oiled bath therapy.

Aveeno Oiled Sachets

For bathing large dry skin areas, providing soothing relief from inflamed, itching dry skin conditions.

Acnaveen

A soap-free cleansing bar for Acne and oily skin conditions.

Display and recommend Aveeno—the natural answer to troubled skin.

- * Completely soap-free.
- * Restores and maintains normal skin pH.
- * Colloidal oatmeal content provides a natural anti-inflammatory, anti-pruritic action.
- * Available from your usual wholesaler.

Samples and data sheets plus further information available from:—

Coper
HEALTH PRODUCTS LTD

The Firs, Whitchurch,
Aylesbury, Bucks. HP22 4JU
Tel. 029 664 701

COUNTERPOINTS

Herbs and holiday offers from Radox

Nicholas Laboratories Ltd are promoting Radox salts with a holiday discount offer. Packs carry "Holiday Chek" vouchers worth £10 on the small size and £20 on the large—which can be redeemed against holidays from many travel companies. Customers can obtain discounts of up to £20 per adult couple from any specified UK holiday, up to £50 for an overseas holiday and as much as £200 per couple can be saved on a cruise. The offer will be available until the end of December 1980.

Radox herbal bath is being supported by the offer of an illustrated 128-page book "All about herbs" and two "mini propagators" complete with herb seeds and peat growing pads. Each set contains six different types of herbs (chervil, basil, mint, thyme, parsley and chives) and growing instructions.

Details of the offer, costing £4.25, are in a leaflet attached to both 280ml and 500ml packs, and flashed on pack. The



offer is open until July 30, 1980. *Nicholas Laboratories Ltd, 225 Bath Road, Slough, Berks SL1 4AU.*

Wisdom 1979 Dental Health Awards

To encourage the search for new solutions to problems of preventive dentistry and to stimulate more public awareness of the importance of dental care, Addis are once again supporting the Wisdom Dental Health Award scheme for 1979.

This year the awards will be made for the three best entries submitted by dental personnel in four different categories. The 1979 overall theme of "the delivery of preventive care" is intentionally a very wide one, and entrants in each of the four categories have been allocated different aspects of it.

There are three awards in each category. The award for the first paper will be £500, for the second £200 and for the third £100. The Wisdom Dental Health Awards will be judged by a panel of individuals eminent in the dental profession and the judging panel will be convened and chaired by H. Colin Davis OBE FDS. The closing date for papers is August 17, 1979 and the winning papers will be presented at a symposium on November 7, 1979. Application forms and conditions of entry may be obtained from *The Administrators' Office, Wisdom Dental Health Awards 1979, 66 Frith Street, London W1V 5TA.*

Vestric promotions

Vestric promotions for May are: —Slimgard; Airball complete and refill; Vapona strip fly killer, Vapona Small Space, Vapona aerosol; Savlon cream; Cepton gel, Cepton lotion, Cepton scrub.

Cepton milk; Soft & Gentle antiperspirant aerosol, Soft & Gentle antiperspirant roll-on; Bic razor (7 for 5 pack); Listerine; Nivea cream, and Nivea lotion; Waspeze; Johnson's baby powder, baby cream, baby bath 120ml, cotton buds, baby dry liners, baby lotion, baby oil, baby shampoo and baby soap; Liga rusks; Panacane; Badedas sachet, Badedas bottle, Badedas soap and Badedas tale; Optrex eye lotion, Optrex eye lotion with eye bath, Optrex eye drops and clearing drops; Simplicity; Foni perms whole head and Foni perms tip; Divident, Dentucreme (with free Freedent); Lilia; Vosene shampoo; Feminax; Nair lotion, Nair cream and Nair aerosol; Angiers junior aspirin; Cussons Imperial Leather aftershave, foam shave and tale for men, *Vestric Ltd, Chapel Street, Runcorn, Cheshire.*

Win a Daihatsu with Blue Stratos

In an "exclusive-to-Boots" competition starting April 23, Blue Stratos toiletries for men are offering as first prize, the silver Daihatsu specially prepared for the Motor Show. This unique vehicle, "superbly decorated, massively chromed, and fully equipped" was bought by Blue Stratos from Daihatsu immediately after the Motor Show with this competition in mind. All purchasers of Blue Stratos from Boots during the competition, are eligible to enter—they have only to pick up an entry form where they buy the product.

The silver Daihatsu is currently on display at the showrooms, 54 St. James's

Street SW1. From April 23 to May 2 it will be on show at Boots, Brent Cross shopping centre, and from May 2 onwards it will be displayed at Boots, The Arndale Centre, Luton, Beds. *Shulton (GB) Ltd, Trevor House, 100 Brompton Road, London SW3 1EW.*

Silvikrin range is relaunched

Beecham are relaunching their Silvikrin hair care products (C&D, March 24, p378). The formulations of the shampoos are now described as richer and in brighter colours and fresher fragrances than before. The company says that the research has indicated that these are the benefits being looked for by the younger users. To the range of variants—fresh citrus for greasy hair, rich almond for dry, alpine herb for normal, beer shine for dull and golden wheatgerm for problem hair—has been added honey dew protein for fine and flyaway hair. The packaging of the shampoos has also been altered.

Silvikrin hairspray is also being re-packaged and reformulated. They are now said to offer a more natural hold and to have a less unpleasant smell, so that there is no need to mask it with a heavy cloying perfume.

The relaunch will be supported by a multi-media advertising campaign worth £1.1 million. The themes, "refreshing Silvikrin lets out all the natural you" for shampoos and "your hair will look even more natural, even close up" for hairsprays will be seen on television, posters, in the Press and on the radio. A promotional campaign of a consumer competition will back the launch in store with prizes of holidays. *Beecham Proprietaries, Beecham House, Great West Road, Brentford, Middlesex.*



New! Soft and Gentle Roll-on!

To Complete the Unique Range of Non-Sting Anti-perspirants, exclusively designed for women

Large
1" Ball
Applicator

New
Soft
Pink



Original
Cool Blue

New
Feminine
Shape

Big 50ml
Size

GET ON THE BALL! THE ROLL-ON MARKET IS EXPANDING FAST!



Ads like this will
be appearing for
six months. May
to October in
14 major
women's
magazines!



Roll on to success with *Soft & Gentle*. The Non-Sting No.1!



At 7p off you'll be fi

And have the chance of a free holiday in the sun.

At '7p Off' Femfresh isn't likely to hang around long.

And neither will you if you win the great holiday in the sun display competition.

The '7p Off' on-pack consumer offer



ash out of Femfresh.

is exclusive to the 120g size which means Femfresh is going to take off.

And so will the retailers who win the prizes in the display competition.

Femfresh – the leading brand in feminine hygiene – is also available in 60g

sprays in four fragrances, and sachet form in 12s and 20s.

Ask your local representative for full details or contact Crookes Aneston, 1 Thane Road West, Nottingham NG2 3AA. Tel: (0602) 57431.

We'll give you half a million pounds for them.



Half a million pounds of punchy, positive and phenomenally popular Nivea advertising is just about to burst, and boost the sales of every single pot and bottle you've got.

Lots and lots more of the award-winning, business-building "Nivea Knows How To Treat a Lady" campaign on TV and in Women's Magazines is on its way.

Stock up? Of course you will; you want a slice of the action. And don't forget to display. Show the ladies that you know how to treat them.

The Brand Leader.



Security

563 The alarming truth
566 Better safe than sorry
571 The enemy within
574 Product review

THE ALARMING TRUTH

by Brigadier A. Needham, director general, National Supervisory Council for Intruder Alarms

Unfortunately for society, one of the areas of growth in the UK today is crime and particularly burglary. Sir Robert Mark recently highlighted the need for the public to take upon itself the task of protecting its own property since the police forces were already overstretched on other duties. Also the value of the stock in your shop is higher than ever before and, apart from its intrinsic value, you probably have a stock of dangerous drugs and other drugs which would fetch a high price on the illicit drug market. These are all good reasons for you to take effective security measures.

What are the steps that you can take to improve the security of your own premises or home? Your first basic step should be to consult the local crime prevention officer whose name can easily be obtained from your nearest police station. His advice is generally sound, based on practical experience taking into

account local crime problems and, a rarity these days, the advice is free! The first protective measure is to check on the physical security of your premises. Are the door locks adequate, have you got locks or bars on all windows, is the fabric of the building, especially those stores at the rear of premises, sound?

Once this aspect has been covered then the next line of protection is an intruder alarm, more commonly called a burglar alarm. At this point you should consult your insurer because, if the fitting of an alarm is not already a condition of insurance it may well be so at some future date. It is therefore essential to fit the type of alarm which will be acceptable to your insurance company to save needless expense in having to completely renew it or modify it to satisfy your insurer. You may even obtain a discount on your current insurance premium. It is sound commercial practice to obtain at least three quotations for

your alarm system, preferably based on a standard specification agreed by your insurers.

Why fit an intruder alarm?

There are several reasons why an intruder alarm is required. These include:

☐ Assuming your physical protection is sufficient to create the necessary time lag to minimise any loss, then your alarm will warn the police of the intrusion, thus reducing the loss or even possibly preventing it altogether.

☐ The alarm has a definite deterrent effect and the intruder may well leave alone those premises with an alarm.

☐ Physical protection of certain properties is difficult or impossible and an alarm system may be the only or cheapest solution.

What type of alarm?

The protection offered by an intruder alarm generally consists of two parts. There is "perimeter protection" which includes those detection devices designed to operate at the time of, or even prior to, the entry of the thief. If he does get through this barrier then the second line of defence, generally known as "trap protection", comes into effect. In most cases the intruder alarm system will be a combination of the two. Once the intruder has been detected then the warning needs to be passed to the appropriate authority and there are four basic means of warning.

☐ A local audible warning (bell or siren) on the outside of the protected premises. This alerts the neighbours or general public to take action and hopefully scares off the intruder.

☐ Automatically through the normal Post Office network via the 999 system to the police who receive a pre-recorded verbal message from an "autodialler" fitted in the protected premises.



Photo courtesy Alan Safety Glass Ltd

Our strongest promotion yet That's the Pure & Simple truth.

OUTSTANDING ON-PACK OFFER – "Cosmetic Purse" for ONLY 60p.

PLUS 6 money-off coupons – worth 50p – for Body Mist, Silvikrin Shampoo and Hairspray, Midas, Pure & Simple Lotion and Creme.

SPECIAL CREME DISPLAY SHIPPER **PLUS** ATTRACTIVE DISPLAY MATERIALS



Beecham Proprietaries, Brentford, Middlesex.

**BEECHAM
TOILETRIES**

-sell through faster.



Alarming truth

Continued from p563

□ By a direct (Post Office) line straight to a police station. (This is only available in certain police areas and an increasing number of police authorities are discontinuing this service.)

□ By a direct (Post Office) line to a central station manned by a security company which then takes appropriate action.

(The Post Office is introducing a new method known as Alarms By Carrier (ABC) later this year but initially it will only be available in Norfolk and Suffolk.)

Of these four methods the first is by far the commonest and is the cheapest but, of course, is not suitable for isolated properties or high risks. However, it is invariably used in conjunction with the other methods although the bell would then be fitted with a time delay (say 5 mins) before sounding after the intruder has been detected. The use of an "auto-dialler" on the normal telephone "999" system is very common. The equipment itself costs approximately £100-150 to install and it can operate using the telephone already in the premises. For added protection a separate ex-directory line is desirable since it is possible for the intruder to block the normal line by simply telephoning the premises first.

The last two methods of warning offer the highest security but naturally are more expensive. Apart from the installation and rental charges, you need to rent a private wire from the Post Office and the cost depends on the distance between your premises and the police or central station.

Detection equipment

There is a wide range of detection equipment available from simple pressure mats and magnetic door contacts to infra-red and microwave detectors, but not all equipment is suitable for every environment. The "experienced" surveyor either from the insurance company or a reputable alarm company is the best person to advise you, taking into account your own particular requirement. You may also wish to have a personal attack button fitted. These should be unobtrusive, easy to operate and fitted so that they can be operated 24 hours a day even when the main alarm system may be switched off.

Standard of installation

One of the problems with intruder alarms is that false alarms are generated from time to time. For example the outside bell starts to ring for no apparent reason. It may be a genuine fault or it may have been caused by an intruder

who has made off at the noise. False alarms do waste police manpower and ringing bells can be a source of annoyance to the community. It is becoming more common as a result of the recent Control of Pollution Act 1974 (Section 71) for bells to be fitted with a cut-out which automatically stops it ringing after a pre-set time, usually 20-30 minutes in order to reduce the nuisance.

It was recognised by the British Security Industry and the Home Office in about 1970 that a significant reduction in false alarms could be achieved if the standard of installation was improved. Consequently two positive steps were taken. The first to introduce a British Standard for Intruder Alarm Systems in Buildings (BS 4737). This was published in 1971 and has recently been revised and improved, the new editions being published in nearly 20 parts over the last eighteen months.

Having set a Standard the second important step was the establishment in 1971 of the National Supervisory Council For Intruder Alarms to monitor the Standard. This is a non-profit making organisation whose activities are governed by a board consisting of representatives of the British Insurance Association, the security industry, the police forces, the Home Office and a number of professional institutions. Its principal aim is to maintain a Roll of Approved Installers who undertake only to install and maintain intruder alarms to the British Standard. Each installation is certificated by the approved installer and this confers certain obligations on him and gives the subscriber an assurance that the British Standard has been met.

The work of the Council is carried out by an Inspectorate which operates throughout the UK. Random inspections of some 12 per cent of all installations completed are carried out annually. In addition, any customer with a certificated installation may request a free technical inspection of it if he has good reason for dissatisfaction on performance. If any deviations from the original specification or the British Standard are found these must be rectified within 21 days at the installer's expense.

Before an installer can be enrolled he must satisfy the Council that he is a competent installer, that he has a minimum of three years experience, that he has the right tools, equipment, premises and engineers for the work and that his business is a sound one. There are about 110 Approved Installers on the Roll with nearly 400 branches throughout the UK. A copy of the Roll is obtainable free from the National Supervisory Council

for Intruder Alarms, St Ives House, St Ives Road, Maidenhead, Berks.

The main advantage of using an approved installer is that you have a guarantee concerning the standard of installation plus a free technical inspection service if you wish to complain. The majority of insurance companies, when they require the fitting of an intruder alarm system as a "condition of insurance", insist on the installation being carried out by approved installers, so it may be wise to use one in the first instance. Some police authorities will only permit approved installers to connect alarms to the "999" system or police station. The use of a British Standard system does reduce the number of false alarms and is therefore likely to reduce the aggravation caused by either you or your branch manager being called out in the middle of the night to investigate an apparent intrusion.

Apart from the initial installation the British Standard requires regular maintenance to be carried out. The minimum number of maintenance visits for new systems is currently once a year for simple "bell-only" systems and twice a year for the remainder. However, you or your insurer may require more frequent visits. The NSCIA makes periodic checks on the installer's standard of maintenance and insists on a contract always being in existence.

It is difficult to generalise over costs which obviously vary according to the sophistication of the system and the layout of the premises to be protected. At one end of the scale £200-350 is the sort of price you can expect to pay for a simple British Standard system but there are large installations using computers and microprocessors costing many thousands of pounds. In addition to the installation charge you may have to pay an annual rental charge (since the majority of NSCIA companies rent control units and signalling devices) and also an annual maintenance charge. Incidentally these latter are subject to VAT at 12½ per cent except for the first year provided the rental and maintenance is paid for at the time of installation. The charges raised by approved installers compare favourably with others offering the same standard of workmanship.

It should also be borne in mind that an approved installer must offer a standby service organisation adequate for his task, 24 hours a day, 365 days a year. This back-up service is quite unique and is available when most required, for example, just as you are about to close up your premises for a holiday when a non-operating burglar alarm would be a constant worry to you. Security is your problem and deserves your attention now to ensure that you have taken the correct precautions.



Better safe than sorry

by Robin French, assistant secretary, British Insurance Association

"Better safe than sorry" may be an old saying but it is no less true today than it ever was. Being in business inevitably involves risks, but when you consider that some of them, such as a fire or a serious burglary, could wipe out in minutes a business that has taken a lot of time and effort to build up, the necessity of adequate insurance is obvious. A vital point to bear in mind in all insurance of business property is the *condition of average*, which means that a claim will be scaled down if you are underinsured — if you are half insured, only expect to get half of any loss. With prices rising it is necessary to revise the cover regularly.

Fire insurance is one of the oldest types of cover and still one of the most important—and is usually in three sections. Buildings, including permanent fittings, can be covered for either market value or rebuilding cost, and it is best to consult your insurance adviser on this point. If buildings are leased, the terms of the lease should specify responsibility for insurance. Stock should be valued at purchase price, without addition to cover the profit element. If a loss occurs the claim will have to be substantiated, so full records of sales and purchases should be kept. Any regular seasonal increase in stocks can be catered for by a special policy clause. Fixtures and fittings includes business equipment not mentioned so far, and as such it often comes to a higher total value than might at first be imagined. Additional cover for special perils can be added to the fire policy, to include a mixed bag of risks such as storm, flood, and explosion.

The effects of a fire are likely to be felt long after the flames have died down, and the resulting loss of income can be covered by a "loss of income insurance." The cover is designed to replace any shortfall in gross profit caused by an insured event, and this includes not only the insured's net income, but also overheads such as rent, rates, and salaries which would continue even if the business were not fully operational. This figure can be ascertained

from the accounts, but must be projected forward to cover increased business.

Theft resulting from a break-in is covered by burglary insurance, but walk-in thefts and shoplifting are not. The same division between stock and fixtures and fittings applies, and cover includes damage caused by burglars as well as theft of articles. Another great attraction to thieves is of course money, and in fact a money policy usually includes

increasingly aware of their legal rights, and if you cause an injury to someone else, or damage their property, you're likely to find yourself being sued. "Liability insurance" covers both the eventual cost of any damages, and the cost of defending such a claim. It is compulsory by law to have "employer's liability" insurance, to cover claims made by employees for personal injuries. Personal injuries to other people, and damage to

property, can be covered by a "public liability" (or third party) policy. Although not compulsory, this type of cover is vital when you consider that court awards of £70,000 or £80,000 are by no means uncommon. Claims for injury or property damage arising out of some defect in goods sold or supplied can also be covered, usually as a policy extension, but this does not include the cost of replacing faulty goods.

There is not usually a financial limit on the amount the insurers would pay on an employer's liability policy, but there is for public liability, where the "limit of indemnity" has to be chosen by the insured. Nowadays £100,000 should be regarded as the bare minimum, and cover for £250,000 is more realistic. Any injury or illness which you might suffer yourself could have a serious effect on the business, especially if there is

no one to stand in for you. Several types of policy are available which would pay either a lump sum for serious permanent disablement, or a fixed amount for each week you are temporarily laid-up. The benefits and premiums vary widely, so a careful assessment is necessary.

Although these are the main points to look out for, the only way of arranging proper cover is to set aside a couple of hours and discuss individual circumstances in detail with your insurer or broker. If something happens which could be the subject of a claim, what might well be your instinctive reaction is correct—contact your insurance adviser straightaway. Above all, don't forget about your insurance once it is arranged: if claims are to be met in full, cover must be kept up-to-date.



accidental loss or damage as well as theft. The policy is split into various sections, for example money left on the premises overnight, used national insurance stamps, and any other loss. This wide all risks cover is also available for valuable equipment such as electric tills and calculators. Similarly, glass—either specified items such as the shop front, or all fixed glass in the shop—can be covered against accidental breakage. Motor insurance is, of course, compulsory by law, but the motor policy will not cover any business goods. Cover is available on an "all risks" basis under a "goods in transit" policy, which will include accidental damage in addition to theft and fire.

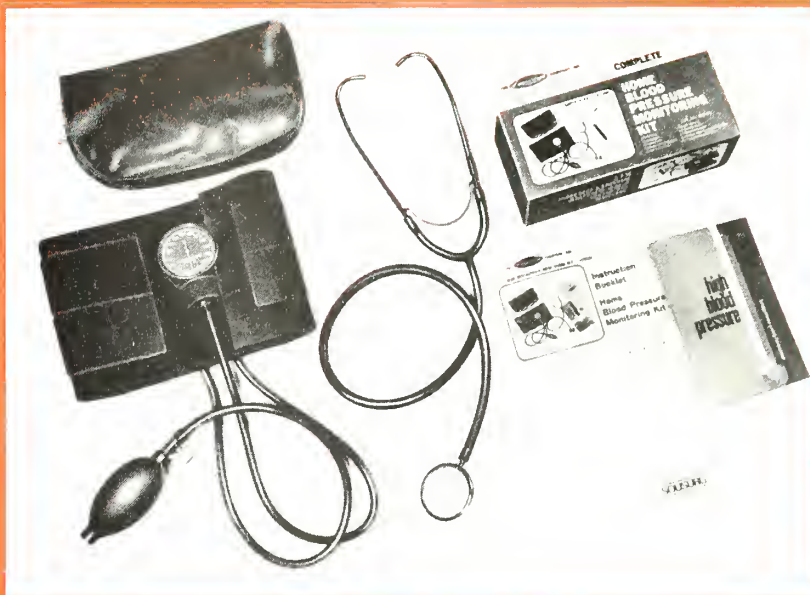
Damage to your own property is by no means the only problem which could occur. People nowadays are becoming

The LUMI-CHECK® MANUAL KIT

More and more GP's are advising patients who are hypertensive to monitor blood pressure levels at home, but of course electronic kits are not within everyone's budget. The Lumi-Check manual kit however, can be afforded by all. Comprising a special aneroid sphygmomanometer incorporating an 'easy on' cuff, diaphragm stethoscope, record cards, instructions and other information, this is an obvious stock item.

Comes complete in purpose made packs and in display form. FREE point of sale display material.

Your purchase price:
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For Pre-schoolers — Children — Mom and Dad

The NEW way to keep
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An entirely new counter product. The convenient way for the whole family to keep an eye on their vision — the Lumi-Vision sight test. Comprises child and adult Snellen test charts, tape, occluder, manual and emergency sticker for medicine cabinet.



Packed in sets of 12 in counter point of sale dispenser.

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The LUMI-SCOPE COMPANY — 50 years of experience. Represented in the U.K. by **SOUSURG**

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Mrs Brown does it twice a week

Like millions of other Britons, Mrs. Brown is finally starting to look after herself. From articles in newspapers and magazines and from television and radio programmes she learnt that high blood pressure is our No. 1 killer. More and more people are getting into the habit of taking their own blood pressure and the obvious person to turn to for advice is you, the pharmacist.

You have probably seen our adverts, and the facts are undisputed by our customers. 'Self determination' blood pressure kits DO sell to the general public.

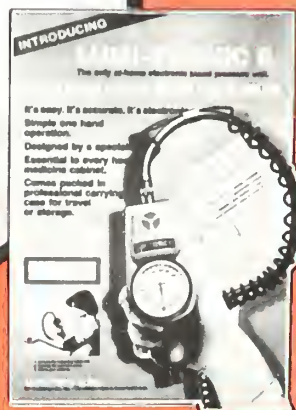


The LUMI-TRONIC II[®] Electronic Sphygmo



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Pure protection from Beatson Glass.

Pharmaceuticals benefit from the appeal and protection of Beatson Glass. Beatson produce a wide range of modern standard designs in white flint and amber glass. Exclusive designs can be developed to suit your product. For packaging in glass talk to Beatson.



THERE'S O EVERY OTH

An Ostermilk customer, that is.

Of the estimated 660,000 babies born last year, nearly a third were fed on Ostermilks at one time or another.

In fact, last year the Ostermilks range was the best-selling range of baby milks in chemists throughout the country.*

There's Ostermilk Complete Formula, brand leader over the last two years and still keeping babies contented.

Osterfeed, one of the fastest growing new baby milks and the closest to breast milk in terms of protein, carbohydrate, fat and calorie levels.

And Improved Formula Ostermilk Two, a well-established favourite and particularly successful in satisfying 'difficult feeders'.

Altogether, they represent a complete range of milks designed to meet the individual needs of every baby.

With the birth rate increasing, there'll be even more of them this year.

That means more Ostermilk customers. So hurry. Stock up and display the range.

Remember, every minute counts.

*Independent retail audit.

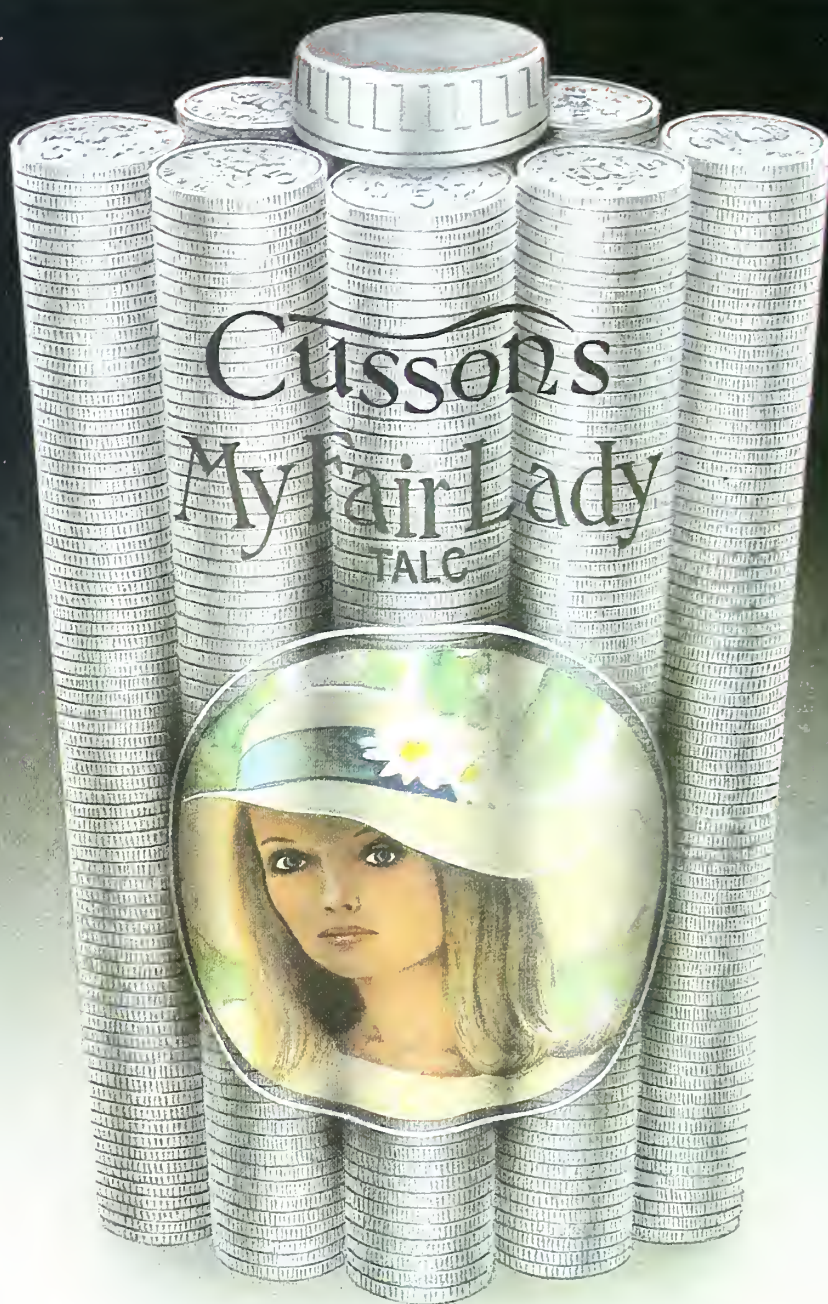
Britain's best-selling range of baby milks.

Farley Health Products Ltd., Plymouth, Devon.

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Improved Formula Ostermilk Two, Osterfeed and Ostermilk Complete Formula are trademarks.



Sprinkle yourself with bigger profits

**Cussons Talcum Powders.
A real success story for Cussons
- and for the trade.**

Since their introduction, the sales figures of both "Morning Fresh" and "My Fair Lady" have risen rapidly to gain a significant slice of the family/female talcum powder market.

And Cussons Talcum Powders are top quality products sold at realistic retail prices. That means you'll get a really excellent cash return - and bigger profits.

So contact your Cussons Salesman now - and sprinkle yourself with success.





THE ENEMY WITHIN

by Peter Woods, principal lecturer in personnel management, College for the Distributive Trades

"Shrinkage" and "wastage" are euphemisms for loss of profit, and this affects everyone connected with retailing including the customers who have to pay more for their purchases to make up the loss, and the staff whose hopes of a wage increase hinge on the business' success.

The causes of such losses are varied, ranging from slipshod methods of accounting to thefts by staff, by customers and/or by other outside agencies like delivery men. These causes can never be eliminated, but few companies can demonstrate that they are doing everything possible to safeguard their profits; indeed, the inability to "shrink the shrinkage" can mean and has meant the difference between survival and bankruptcy.

In 1973 a report was published by the working party set up through the Home Office Standing Committee on Crime Prevention which indicated that few retailers know what their losses by theft really are, and that many tend to underestimate thefts by staff, attributing most losses to shop-lifters. Alan Cottee, consultant on retail security, has pointed out that given pressure and opportunity potentially everyone is a thief. Some of the pressures, such as conflict within the home, may be outside the control of management, but there are a number of others which it does control, like working conditions, wage levels and the general attitude of management towards staff. The individual on a poor wage may well seek to justify fiddling the cash receipts on the basis that he or she deserves it for the work done and, having once given in to temptation, will find it easier to justify a second time.

Measures to take

What measures, then can management apply, not only to the amateur thief inside us all (which of us has never used the company's time and telephone for private calls or the office stationery for our own use?), but more particularly to the professional?

First of all there is the question of staff selection. Too many firms in their eagerness to engage what appear to be suitable candidates fail to take enough account of references. Much of the information contained therein may be non-committal, but what does matter is the corroboration from previous employers that the applicant did actually work for them for the period stated by the candidate at interview and that the reason for leaving was the one given to you. All offers of employment should be subject to the provision of satisfactory refer-



The Tilbury, courtesy Retail Security Systems Ltd

ences and this should be made clear to applicants. New staff should also know at the outset what your company's policy is towards any member of staff caught stealing—a point I shall return to.

One must also consider the status accorded a particular job. How often one finds that the goods inwards man, who is expected to take responsibility for all merchandise entering the building, is selected (and paid) on the basis of his ability to hump boxes rather than his skills in determining work priorities, checking documents, detecting physical and clerical errors and assessing any suspicious behaviour he may observe in others.

Job definitions are important. All members of staff should know who is responsible for what and be trained for their particular duties. This tends to get overlooked in small branches where there may be only two or three staff, all of whom are expected to cope with every contingency, but even here management must ensure that staff understand precisely what that "everything" entails.

Assuming that some of the basic pressures are off staff—they are being paid the rate for the job, they know what is expected of them and they have accessible, supportive management—there is the second of Alan Cottee's "Stimuli to thieves" to be removed, namely opportunity. Look again at the systems for merchandise or cash handling which exist

in your shop and ask yourself what use a thief could make of them. Is the system which was ahead of its time when you introduced it in 1970 meeting the needs of today? Even if the systems remain excellent, do you always insist on their being carried out precisely as laid down, or do you sometimes allow short cuts which could lead to error? Errors may start by accident but could continue by design. What, for instance, are the regulations regarding staff purchases of company stock and do you stick to them? Another question, how long does it take you to extract data about the day-to-day activities of the business? An accounting system which cannot furnish up-to-date information on stock, cash and sales turnover is useless.

'Housekeeping'

Then there is the matter of simple housekeeping. Managers should ensure that the premises are always tidy, particularly the key areas like the back door where litter and cartons provide useful cover for more than rubbish, and the cash desk where a jumble of papers and bags can conceal banknotes. Make sure that staff have adequate facilities for depositing handbags and shopping baskets during working hours, partly for their own security but partly too to eliminate another hiding place for money and goods. You may be as careful as it is

Continued on p574

Stop people for contraceptives

More than half the men and women of Britain find one fourteen letter word difficult to say.

The word is.....contraceptives.

The reason it's hard to say is something a psychiatrist could easily talk about for hours.

But the point really worth considering concerns you and your cash register.

If all those people have trouble asking for contraceptives, it must make good business sense to find a way of making them easier to buy.

At Horizon, we've given this matter a good deal of thought. And our Family Planning Centre provides an attractive answer to a very real problem and introduces your customers to the first desirable alternative to Durex.

The Centre, naturally, displays our three different contraceptive sheaths: Stimula, Tahiti and Conture.

Surprisingly perhaps, it even has space for other sheaths and related items such as creams and foams.

People can come into your shop and make their choice without embarrassment of any kind.

Your sales of contraceptives will increase. And in the case of many chemists we know, even double.

ple asking aceptives.

And when you think about the profit that lies in a packet of contraceptives, our Family Planning Centre really amounts to something.

For a free Horizon Family Planning Display Unit, write to Chefaro, Crown House, London Road, Morden, Surrey SM4 5DZ.

Or telephone (01) 542 3402 and ask to speak to Sue Collyer. She's waiting for your call.

Alternatively you can get in touch with your local Chefaro representative.



Horizon Contraceptive Sheaths



A PRODUCT REVIEW

A battery-powered portable alarm has been introduced by Volumatic Ltd. The Attackalarm (£11.50+VAT) measures 11mm x 6mm x 3mm, weighs 7oz (198g) and is housed in rigid plastic container with a spring clip for fixing to garments or belts. It is activated by pressing a button which produces a shrill 100 decibel signal and stopped by a second press of the button. The makers say it has application anywhere cash is kept as well as its use by the individual to ward off attackers. *Volumatic Ltd, Taurus House, Kingfield Road, Coventry.*



Safety glass for display windows

Shop display windows are prime targets for both the criminal and the hooligan and until recently were the most difficult areas to protect. Grills or shutters have been the traditional answer, but laminated glass is now an alternative to this unsightly form of defence. Anti-bandit laminated glass, manufactured by Alcan Safety Glass Ltd, can provide protection against even the most determined attacker, enabling retailers to display their goods whilst their premises are closed.

Alcan manufacture a comprehensive range of safety and security glass, with Impactex "Shopshield" being specially designed for display windows. "Shopshield" anti-bandit glass is 11.5mm thick and incorporates a special interlayer which filters out 98 per cent of the sun's harmful ultra-violet rays and so protects displayed goods from damage by fading. For premises where extra protection is required, alarm wires can be incorporated discreetly into the glass to alert local police should the glass be attacked.

Even under sustained attack by heavy

implements, damage is usually confined to local crazing, ensuring continued protection of displayed goods from both theft and weather. The strength of Impactex laminated glass lies in its construction. Varying degrees of resistance to impact are achieved by building up sheets of ordinary annealed glass into a "sandwich", with interlayers of polyvinyl butyral plastic which gives the laminated glass very high penetration resistance. *Alcan Safety Glass Ltd, Knowsthorpe Gate, Cross Green Industrial Estate, Leeds.*

Closed circuit television rentals

Britain's pharmacies are today in the unenviable position of being a front line target for the High Street shoplifter say Securivision Ltd. Cosmetics and toiletries make easy pocketable pickings for the thief who can often steal a number of costly items in a matter of seconds. Many chemists have now

found closed circuit television an effective weapon against the shoplifter. Securivision Ltd have installed over 500 systems in pharmacies throughout the country. The company is recommended by the National Pharmaceutical Association and special terms for pharmacies have been negotiated between Securivision and the NPA.

Securivision's sales and marketing director, Mr Hugh Russell says: "There is no doubt that pharmacies are taking a lot of punishment from shoplifters. But as the CCTV specialists with the highest number of installations in pharmacies we have a cost effective system for any pharmacy, large or small." Rentals start at around £5 a week. In June, Securivision will launch a sophisticated new satellite camera unit on the market. This unit will allow the operator to monitor every inch of a large conventionally shaped shopping area. *Securivision Ltd, 116 Rectory Lane, Prestwick, Manchester.*

Continued on p576

The enemy within

Continued from p571

possible to be about the handling of drugs and medicines, but so much other stock is made up of small and often expensive items like perfume over which less control is exercised, and which are only too easy to conceal about the person. You may feel that you have some protection by including the right of search in employees' contracts of employment, but remember that if you persist in trying to search someone who has refused to allow it you could be sued for assault.

Redesigning the layout of the shop could be difficult but at least identify the potential trouble spots—the stockroom next to the staff cloakroom or the exit, the back door which remains open in summer whether or not a delivery is expected. The introduction of new systems costs money too, of course, and you have to decide whether the expenditure is justified in order to close a particular security gap. What was disturbing about the Home Office report mentioned earlier was the lack of information companies had about sources of loss to enable them to evaluate new procedures.

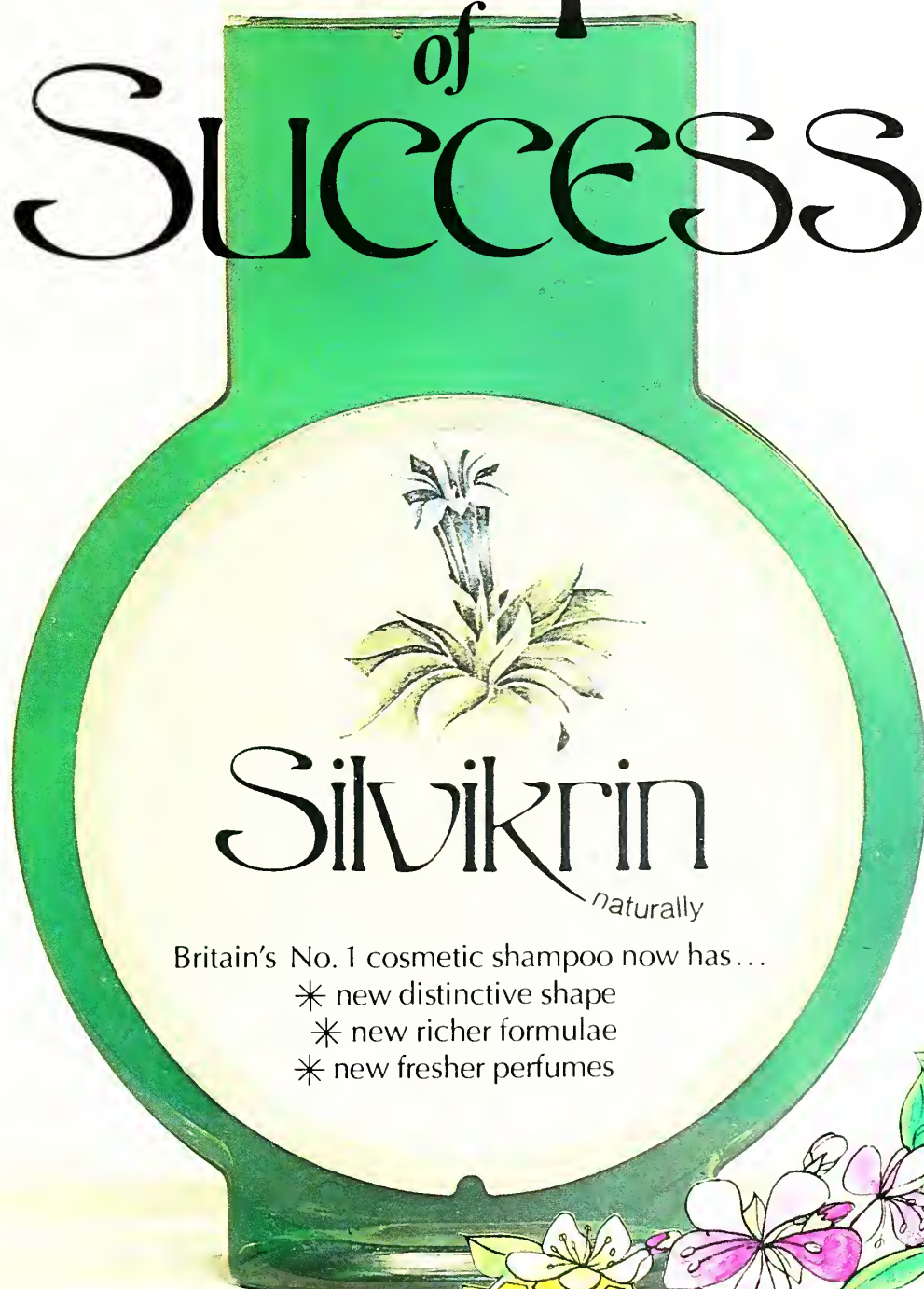
The one activity which will not entail any additional outlay in foiling opportunities to steal is management vigilance—frequent but irregular spot checks on systems, on tills, on the marking and

flow of goods, on staff behaviour. If management is not seen to be concerned about the security aspect of buying and selling the honest staff will not feel it is their concern either and the dishonest staff will take every advantage of that indifference.

Finally a word about the aftermath of detecting dishonesty among staff. Some firms balk at the idea of prosecution. There is an understandable distaste for taking away the public reputation of someone one has trusted, but one should not have too many qualms about the individual who has abused that trust and at the same time probably put his or her fellow-workers under suspicion. Equally understandable is the desire not to get involved in a court case which is going to take time and money. The time cannot be restored but the expense may well be less than one thinks because of the costs awarded by the courts.

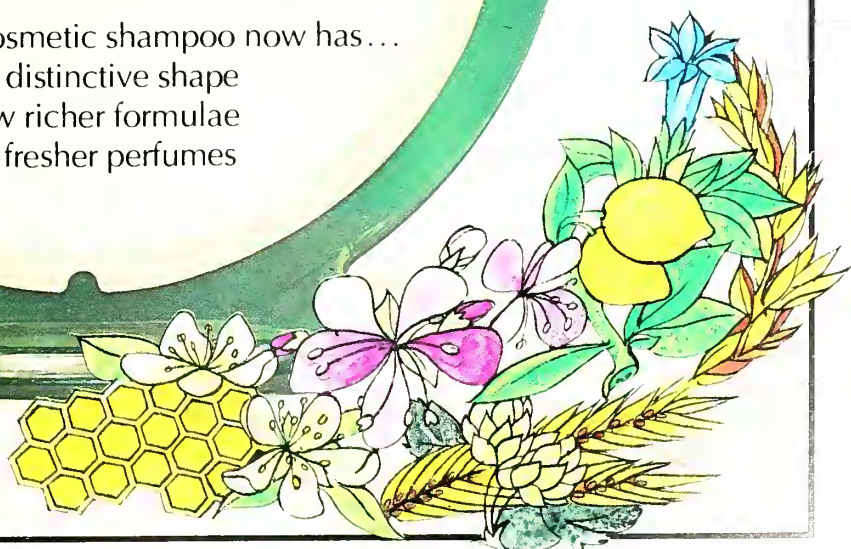
The thief who is simply dismissed from one's service is free to steal again tomorrow, and surely there is a duty here to other potential employers. Besides, hopefully one experience of the courts may be enough to deter a first offender from pursuing his activities. Managers sometimes argue that a prosecution causes bad publicity. I have yet to hear of a member of the public refusing to buy from a shop which prosecutes thieves, and secondly there can be nothing bad about letting other would-be thieves know that your company is not a soft option.

The Shape of Success...



Britain's No. 1 cosmetic shampoo now has...

- * new distinctive shape
- * new richer formulae
- * new fresher perfumes



BEECHAM
TOILETRIES

-sell through faster.



Product review

Smoke alarms are becoming increasingly recognised as a vital piece of equipment for both business and domestic premises. The ITT Smoke Alarm is non-radio-active and absorbs air from all angles. Smoke particles are picked up by an infra-red sensor light which triggers off a piercing intermittent alarm note, loud enough to alert distant staff or wake a sleeping household. The alarm comes complete with battery, fixing bracket and screws and measures 4in x 7in x 2in. It incorporates a test button to ensure correct functioning and a low battery indicator that emits a warning bleep that begins to sound when the battery weakens—normally after about a year. Trade prices are available from *Ashe Laboratories Ltd, Ashetree Works, Kingston Road, Leatherhead, Surrey.*



'Spur' alarms for protection

A new range of loop alarms offering greater freedom to customers handling merchandise in stores and increased convenience to sales staff is announced by Delta Security Ltd. The standard loop alarm normally operates by a system of attaching a loop to merchandise in what appears to be a continuous ring, to provide a simple and effective means of maintaining good security for merchandise on counter or shelf display. Protected goods can still be picked up and examined by customers without risk of shoplifting.

The new Delta system now available uses a "spur" technique which allows single-wire protection for individual items, giving more flexibility of useage and considerably more convenience to the sales assistant. When the alarm sounds it indicates the presence of an interested potential customer and not necessarily the activity of a shoplifter. By this method, sales staff are directed to the interested customer. Details of the new system from *Delta Security Ltd, Castle Street, Axminster, Devon.*

Upgrade security with a deadlock

A new deadlock provides the opportunity to upgrade door security with the minimum of cost and effort. The Ingersoll M52 mortise sash lock (£10.50 +VAT) has overcome the security and technical problems of producing a mortise sash lock to British Standard 3621 for thief resistant locks, say Ingersoll Locks Ltd, and it has the same critical dimensions as common two- and three-

lever types, thereby providing a straight security substitution for an existing lock.

The Ingersoll M52 has a laminated and hardened steel deadbolt, a steel box locking plate and a patented anti-drill security cover. The lock, which has five levers, slips into the same hole as the lock it replaces. Until now, says the company, it has not been easy to upgrade a relatively insecure two- or three-lever sash lock without considerable alteration to the door. The Ingersoll range also includes a group of 10-lever rim automatic deadlocks and mortise deadlocks—all with the added security of "key registration". There are also Ingersoll window locks for all types of window, metal or wooden framed, and an Ingersoll range of high security padlocks and bars. *Ingersoll Locks Ltd, Fernbank Road, Ascot, Berks SL5 8HG.*

Protect windows with a bond

Madico Glass protection film can be bonded to window glass to prevent injury by flying glass fragments. Made from a thin vapour coating of aluminium deposited between polyester laminates, the film has an acrylic-based pressure sensitive adhesive which allows the film to be bonded to the window with only a minimum of optical distortion.

The film is available in various thicknesses and is produced as clear, tinted or coloured. It can reduce the transmission of heat of the sun by up to 76 per cent and it also cuts out most of the ultra-violet light. The film costs about £0.80 to £1.50 per sq ft depending on type of film. *Doulton Glass Industries, Parr Road, Honeyot Lane, Stanmore, Middlesex.*

Mirror, mirror

Convex anti-pilferage mirrors by Volumatic Ltd are available in 16in, 24in and 34in diameter sizes with a bright orange halo trim for maximum visual impact, or an aluminium frame. The Volumatic

halo mirrors have a patented glass fibre backing which makes them virtually shatterproof. In the event of breakage, fragments will not fall from the mirror. Also available are wall mounted electric scanning units to move the mirrors from side to side and ceiling mounted units that revolve. *Volumatic Ltd, Taurus House, Kingfield Road, Coventry.*

Infra red space protection

Space protection devices (ultrasonic, microwave and passive infra-red) are generally more expensive than the door switches, pressure pads, vibration contacts, etc, which are often used for intruder protection systems, but they provide a much larger area of protection and their installation is much simpler.

The passive infra-red principle of operation is that the extremely sensitive photocell detects the infra-red emission of the human body (ie body heat) and when coupled with movement within the protected area an alarm output is provided to trigger the main alarm system. The PIR-50 unit available from Photain Controls Ltd has been miniaturised into a housing 109mm x 63mm x 24mm and provides uniform volumetric protection over an area up to 15 metres. The unit can be surface mounted, corner mounted with use of a special backplate or recessed by the addition of a special box. *Photain Controls Ltd, Unit 18, Hanger No 3, The Aerodrome, Ford, Nr. Arundel, West Sussex BN18.*

A mock TV camera for surveillance



A new device, the Tel-Gard model 103 (£26.50 plus VAT), that is indistinguishable from closed circuit TV surveillance systems, is now available from Manx Electronics.

The Tel-Gard model 103 looks exactly like a closed circuit TV camera and a battery-powered red light flashes constantly to show that the unit is "live". It is 285 mm long, 142 mm high and 81 mm wide: it weighs 1.6 kg and is supplied complete with an easy-to-install chrome plate bracket that has a ball and socket joint to allow the Tel-Gard to be pointed in any direction. *Manx Electronics, 69a High Street, Epping, Essex.*

...for
both of
us!

Silvikrin Hairspray, already No. 1 in Grocers and No. 2 in Chemists, is getting into shape for total market leadership with...

- * new modern pack
- * new lighter fragrance
- * new formula for **more natural hold**
...than any other brand

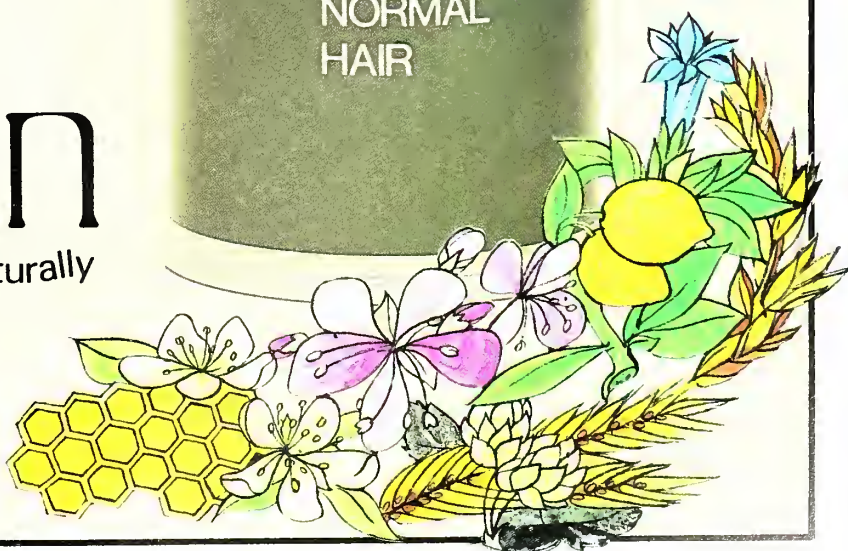
The Shape of Success
will be backed by

£1¾m

on TV, Press, Radio and Posters.

And that spells success for both of us!

NEW
Silvikrin
naturally



**BEECHAM
TOILETRIES**

-sell through faster.

COLGATE-PALMOLIVE

present

SPORTING AWARDS OF THE NATION



A UNIQUE CONSUMER PROMOTION TO MAKE OUR 1979 SPONSORSHIP WORK HARD FOR YOU

AND HERE'S WHY. Every year we sponsor well known UK sports events such as golf at Sunningdale and tennis at Eastbourne, with heavy media coverage placing the Colgate-Palmolive name at the front of every consumers' mind. To capitalise on this awareness and on the success of our previous multi-brand promotions, we have a unique concept, specifically designed to generate increased business for you.

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VOTE NOW FOR SPORTING AWARDS OF THE NATION

are theme words on pack. An invitation to the Nation to honour their favourite Sportsman or Sportswoman in any of 8 award categories, with one proof of purchase per vote. Plus! Sporting personality Alan Pascoe, will be appearing on pack to give the promotion a special identity.



PLUS! AN ADDED INCENTIVE

£100,000 'Hole-in-One' COMPETITION.

Consumers rate qualities required for a 'Sportsman of the Century'. A celebrity will take one shot each for 10 winners, at the Colgate World Matchplay Championship at Wentworth. There's £100,000 for a Hole-in-One plus £5,000 must be shared for nearest the hole.

THE NATION VOTES AND YOU GET THE SALES



AWARD YOURSELF MORE PROFITS with Colgate-Palmolive toiletries

Making better use of preregistration year

One of the main tasks of the British Pharmaceutical Students conference at Sunderland, the first since BPSA's new status within the Pharmaceutical Society, was to take a decision over the Report of the Working Party on Preregistration Experience. And this it did, by accepting, in the main, the comments already sent to the Society by the president, Paul Mannion and the general secretary, Neil Gibson, in December.

These comments had been written after discussion with the executive of BPSA, college representatives and comments from local PSA's. However, to be regarded as a statement of BPSA policy the comments had to be ratified by conference. After a few amendments were made the reply was adopted as BPSA policy by a large majority. The establishment of the working party by the Society was welcomed by BPSA, but there were certain reservations. The report had recommended that, to ease transition from studentship to preregistration, practising pharmacists should be involved more in the undergraduate course and academic staffs in the preregistration year. BPSA welcomed the former and a private motion at conference re-iterated this. However, it was pointed out that the latter recommendation would be difficult to carry out unless all graduates were trained in the immediate vicinity of a school of pharmacy. If students were actively encouraged to work in pharmaceutical occupations during the vacations the transition period would be made easier.

Academic training rejected

But there was little support for the reports' recommendations that part of the preregistration experience could still be obtained in industry or at an academic establishment. It was pointed out that the majority of pharmacists are employed in primary and secondary health care and that graduates should receive enough training to enable them to practise in those areas. Conference rejected an amendment agreeing with industry experience but opposing academic: although there was concern that removal of the first option would make it difficult to find employment in the pharmaceutical industry, it was pointed out that the BPSA reply had suggested that the industry should be persuaded to offer positions to final year students to be taken up after registration.

Conference felt that the working party had not given full consideration to graduate assessment, especially to its nature and organisation. Questions raised included whether there would be an open or closed examination; multiple-choice, written or mixed; all students to sit the examination at the same time;

and specimen papers to be available for the first year's candidates. Until those questions were answered BPSA refrained from making a judgment. BPSA had a basic objection to the payment of fees for the assessment but would accept a reasonable fee (suggested as little more than one day's salary) if that were the only way the system could be arranged.

The Association was obviously worried by the conditions for approval of preregistration experience establishments. The report, they said, had contained only a brief mention of an assessment procedure for the "responsible pharmacist." There was a strong call for Council to make a clear statement that the responsible pharmacist would be under close scrutiny and that Council would be prepared to prevent unsuitable persons taking on a graduate—and by means other than the present sanction of refusing to approve the premises.

But at least one member of the conference realised the extra burden a "responsible pharmacist" would be taking on under the proposed conditions. There would perhaps, consequently, be a decrease in the number of independent pharmacists willing to offer preregistration experience. An amendment, which was carried, was inserted that the extra work load for the pharmacist be reduced to a practicable minimum. Further points in the BPSA comments were that the term preregistration pharmacist was preferable to preregistration student and also that there should be some form of progressive responsibility during the year. It was recognised that as graduates, in general register during the summer holiday period they may find themselves in sole charge the day after registration.

Today's pharmacy 'semi-skilled'

Following on from this the disappointments and frustrations often voiced by registered pharmacists were expressed in a private motion proposed by a post-graduate student Walter McNally. "As practised," the motion read, "retail pharmacy has been downgraded to a semi-skilled technical function. No increase in the educational standards or changes in the preregistration year will change the fact that dispensing is a technical secondary role in which the pharmacist obeys a doctor's order. This conference therefore urges bodies within pharmacy to use every means at their disposal to gain a greater prescribing role for pharmacists."

Mr McNally referred to the recent Respect for Medicines campaign and the use of the "silly little cartoon character". "No wonder we aren't regarded as fellow professionals by the dentists and medics if we prostitute ourselves in this way." A patient should be able to



The new president, Neil Gibson

go to the pharmacy not with a prescription, but with a diagnosis. Advice on the use of drugs and their side effects should be given by the pharmacist, advice on storage by the technician. Patient registration would be necessary and Mr McNally decried those who opposed this with "totally negative arguments".

Mr McNally suggested that pharmacists could best "get on a level with doctors" at the stage when they were both students. "Make them aware of our depth of knowledge so that when they get into practice they are used to talking to pharmacists." He urged conference to start "forming your own profession—that of the prescribing pharmacist, a respected man in the community". The motion was carried by an overwhelming majority, but not before it was pointed out that the spirit of the motion obviated the need for the present-day pharmacist. A doctor could get more training about drugs and his own staff could do the dispensing. Another opposer expressed the view that running an efficient and ethical business was "professionalism".

A later conference motion, proposed by Paul Mannion, expressed even further the spirit of idealism obvious among the students. Carried by a large majority it favoured the running of pharmacy courses at universities alongside courses in medicine and along similar lines. After the degree had been taken there would be an obligatory year in hospital practice.

A private motion, proposed by Sarah Williamson (Chelsea) and carried by a large majority, was "the Pharmaceutical Society should do everything in its power to make doctors aware of the dangers and consequences of giving signed blank script forms to their receptionists". This motion resulted from one proposed by John Throupe (preregistration) but defeated, that "doctors' receptionists are a weak link in the NHS and there should be standards of proficiency for those in these jobs." Conference also approved a motion, proposed by Paul Mannion, recommending that next year's executive committee produce a paper setting out "a detailed case for direct BPSA input into the Education Committee of the Pharmaceutical Society".

Continued on p582

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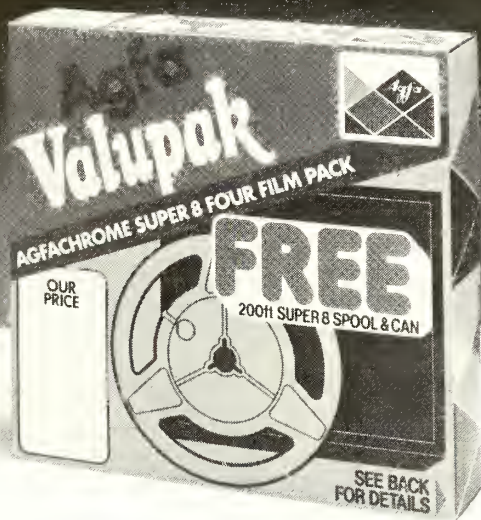
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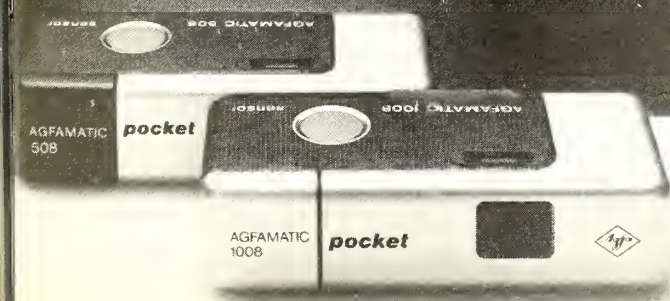
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Debate on abortion

As future health service professionals, pharmacy students should make up their minds about abortion. That was the opinion of Dr John Jackson, lecturer in the department of physiology and pharmacology at Strathclyde University. He was speaking at the first forum of the BPSA conference, entitled "Abortion, good or bad?"

Dr Jackson, a pro-abortionist, said that pharmacists could be asked for advice about abortion and they should be able to present the pros and cons in a scientific manner without resorting to

an emotional viewpoint. Unfortunately the anti-abortion speaker, Dr O'Neill chosen by the Society for the Protection of the Unborn Child (SPUC), was unable to attend at the last moment. Mrs Nancy Davis, secretary of the local Newcastle SPUC branch, filled the gap but was unable to reach the forum until after Dr Jackson's paper had been presented; she also had to rely largely on an appeal to the emotions rather than scientific argument.

Dr Jackson said that abortion should be viewed from a global point of view. He regarded abortion only as a safety valve and not a replacement for contraception. Having outlined UK law on abortion and the grounds on which it could be carried out, he agreed the most controversial aspect was that of "social indications"—the so-called abortion of convenience—but there were very few within the NHS. The speaker also explained the methods that could be used

including the one commonly used in Sweden—intra-amniotic injection of hypertonic saline or urea which destroyed the osmotic balance of the foetus. Another method, also developed in Sweden was the use of the fairly stable compound, methyl F_{11} - α -prostaglandin. Unlike the less stable E_1 and E_2 - α compounds it could be incorporated into an intravaginal pessary and inserted the day after the woman expects a period. This, Dr Jackson said, was really the start of "do-it-yourself" abortions and was of great future value in underdeveloped countries as it did not need the presence of expensive qualified staff.

The method was sometimes termed "contraceptive" as was the once-a-month use of steroids which competed with progesterone at binding sites, thus preventing implantation of a fertilised ovum. However Dr Jackson believed that women should be made aware that the methods involved "abortion".

Dr Jackson agreed that morally, abortion was a grey area—it was the taking of a life. But abortions were carried out when the foetus was incapable of viable life, often by a very wide margin. He believed that the mother must come first, and especially where there was any risk that the child would be deformed. Dr Jackson, himself a sufferer from muscular dystrophy, said that society alienates people from the disabled. Working with the handicapped, he had discovered that most of them agreed with abortion.

'Ugly deed'

Mrs Nancy Davis thought that abortion was an "ugly word for an ugly deed". She said there was a vast difference between an unwanted pregnancy and an unwanted child. Abortion destroyed not a "potential human being but a being with potential." She said that from her work with the Samaritans, she had found that many young girls regretted, often for the rest of their lives, having an abortion.

Mrs Davis accused the abortionists of "attacking" a woman when she was at her most vulnerable. However Dr Jackson replied that although he was for abortion he was completely against all forms of compulsion. Mrs Davis was asked if she believed in abortion to prevent a child being born with an inherited disease and she replied abortion was not the answer to the problem. The money spent on abortions should be spent on support of the disabled child and its parents.

When asked why a woman was not the best judge of her condition and able to make her own decision as to whether to have an abortion, Mrs Davis said that at that time the woman was in her most emotional state and unable to make a reasoned decision.

The new executive of BPSA is: president, Neil Gibson; general secretary, Dave Aukland; treasurer, to be co-opted; public relations officer, Martin Crisp; sports officer, Jimmy Allen; IPSF liaison secretary, Sara Williamson.

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Council undecided about status of ear piercing

The Pharmaceutical Society's Council cannot decide whether or not ear piercing by pharmacists is a "professional activity"—and hence how it may be advertised to the public.

At its meeting earlier this month, Council referred back to the Ethics Committee two recommendations, with the request that the Committee should examine all the implications of providing such a service in pharmacies. The Ethics Committee had received several complaints that on the pavement alongside a pharmacy there had been a sandwich board to which was fixed a home made notice with the legend: "Ear piercing by pharmacist Pete the painless piercer from £2.95."

'Flashy' notice

The pharmacist had had his attention drawn to the non-professional image created by the notice. He had said that he had originally used a more formal notice saying "Ear piercing from £2.95", but had replaced it with the newer notice, which was "more flashy and better for business". He had readily agreed to remove the notice which had caused objection and to replace it with the original one.

After considering the matter of the use of sandwich boards, the Committee recommended, and the Council agreed, that a letter should be sent to the pharmacist concerned deprecating his use of the sandwich board and drawing attention to the Council's policy that sandwich boards should not be used on the forecourt of pharmacy premises.

The Committee also discussed whether ear piercing was a professional activity and whether or not there should be any advertising permitted in connection with it. After some discussion, it was recommended that no objection would be taken at present to ear piercing being carried out by pharmacists. It also recommended that the advertising of ear piercing by pharmacists should be restricted to a discreet notice displayed in the pharmacy.

During discussion of the recommendations, at the meeting of Council, Mr J. Bannerman said that the Committee was saying clearly that ear piercing by pharmacists was a professional activity. That, in his view, was an amazing point to make. He wished to have his vote against the recommendation clearly recorded. Mr D. Dalglish replied that the Committee really could not come to any decision whether ear piercing was a professional activity or a trading activity. However, when it came to the question of advertising, the Committee felt that by implication it was advertising professional ser-

vices. The president, Mr J. Balmford, felt it was terrible to consider ear piercing a professional activity.

Mr W. M. Darling pointed out that it was not a situation in which everything was black and white. If it were decided that it was not a professional activity, there was nothing to stop any pharmacist advertising either on or off the premises that he undertook such an activity. Mrs Joyce Gilbert did not like the process of ear piercing, but there had been a recent broadcast by a doctor who, because of the number of cases of ear infection, had recommended people to have their ear pierced by the (medical) profession. Therefore, if there were to be ear piercing by pharmacists, it should be regarded as a professional activity.

Mr J. A. Myers said the procedure in breaking through skin was fraught with the danger of infectious hepatitis, and anyone attempting it should use only sterile equipment. If he did not, he opened himself to legal damages. Mr Kerr said the Council was faced with a dilemma. It could say to the pharmacist: "If you do it, the public will think that to some degree you are using your professional skill in giving a better service, and to that degree it is a professional service. We would not recommend that you do it, but if you do so, then advertise it with a discreet notice".

Mr Dalglish suggested that it might be wise to take the recommendations back to the Committee and to look at all the implications. The suggestion was agreed.

Preregistration grants

Clarification is being sought with the Pharmaceutical Services Negotiating Committee regarding the eligibility of a general practice employer for a preregistration grant if a graduate fails to complete the whole or part of a period.

The Education Committee received an analysis of preregistration places for 1978-79, which now includes a breakdown of graduates employed by certain general practice companies. It was noted that the percentage of 1978 graduates undertaking preregistration experience had risen compared with 1977, which had been lower than usual. The number of general practice places had continued to increase during the year, the second year for which the grant had been available. Some concern was expressed about the low number of graduates undertaking experience in industry, but it was noted that there were other, perhaps more significant, factors affecting the recruitment of pharmacists into industry, eg, the different salaries offered in the different areas of practice.

The Council agreed that a ceremony should be held for newly registered members of the Society. It will take place on a weekday on a date to be decided.

The venue for the British Pharmaceutical Conference in 1983 will be London at Brunswick Square. It was agreed that Pharmaceutical Society membership groups be allowed to organise promotional activities during the Conference, subject to space being available.

Policy on reporting meetings to continue

The Council has reaffirmed its policy whereby the report issued by the Society of Council meetings may include statements made by members of Council during private sessions, unless a speaker indicates at the time that he or she does not wish to be reported.

Mr Stevens proposed that the present system of division between public and private business should continue, subject to two slight modifications. The first was that the convention of private and public business was brought to the notice of the Council annually so that new members might be aware of it and, secondly, that if any member, speaking in private sessions, did not want his or her remarks reported, he or she would make such a declaration. These remarks would not be published unless the express permission of the member concerned were sought. Mr Stevens also proposed that the present division between public and private business should be reviewed in the near future. Mrs Leigh seconded the proposal.

Mrs Puxon, supporting the proposal, said it was important that everyone should realise that the Council was trying to give the utmost publicity to everything that went on in Council consistent with the business being carried on at all. The motion was carried.

The Council has asked the Organisation Committee to re-examine the present convention for the appointment of the chairmen of the Council's standing committees. At present the maximum term of office for the chairman is three consecutive years and after that time he must not move immediately into the chair of another standing committee. If in exceptional circumstances, the officers recommend an extension of the term of office beyond three years, the reason for the decision must be explained to the Council.

Moving that the Organisation Committee should re-examine the convention, Mr Bannerman said that those who defended the policy would say that it ensured a distribution of chairmanship and gave young members the opportunity of gaining experience in chairmanship.

However, the policy had not achieved that intention. Instead, if a person were

Continued on p. 584

Policy on chairmen's terms of office to be examined

Continued from p583

in a chair for three years and had a year out of the chair, there was little chance of that particular person renewing his interest in the committee as chairman because he was out of sequence. Mr Darling seconded the motion which was carried.

The charges made to guests at Birdsgrove House are to be increased from July 1, from £13 to £15 per week for convalescents and from £13 to £20 per week for accompanying persons. The current economic cost per guest week is about £65.

The Society's president and the chairman of the Practice Committee are to negotiate with the British Medical

Association and the Pharmaceutical Services Negotiating Committee on the most appropriate person from a list submitted by the Department of Health to chair the interim national committee on the standstill on rural dispensing.

Arrangements are being made for a pharmacist and a doctor to interview those involved in disputes concerning alleged breaches of the standstill in Oxford and Killamarsh, Derbyshire, particularly with a view to recommending the reasonable notice that should be given to the doctors to discontinue dispensing.

The Society is concerned at the lateness of its involvement by the Ministry

of Agriculture, Fisheries and Food in discussions on a review of the Medicines Act Merchants' List for veterinary products.

It was reported to the Law Committee that a letter dated February 27, had been received from the Ministry reporting on the progress of a review of the Merchants' List by the Veterinary Products Committee. The letter stated that attention had been concentrated on the schedules to the Medicines (Exemptions from Restrictions on the Retail Sale or Supply of Veterinary Drugs) Order 1977, as amended. Each group of products had been considered separately either for retention in the list or for a change in availability to general or more restricted sale. Products on other lists had also been considered for possible inclusion in the Merchants' List. Preliminary consideration was almost complete, and the letter indicated that the Veterinary Products Committee was to issue a discussion paper setting out its views on changes which it felt should be made to the schedules, giving its reasons and inviting comments.

A consultation letter would be issued about the Ministers' proposals for implementing advice, and it could be up to 18 months before the review was completed.

The chairman of the Committee (Mr Stevens) expressed concern that the Merchants' List was taking on a far more permanent nature than had been anticipated. While the United Kingdom Agricultural Supply Trade Association and the British Distributors of Animal Medicines had already discussed the review of the Merchants' List with the MAFF, the Society had not yet been involved. Council agreed that a letter should be sent expressing concern at the Society's late involvement.

A letter is to be sent to the superintendent of a Midlands company deprecating the company's use of a large, colourful dispensing sign, and asking for it to be removed. A letter is also to be sent to the voluntary trading group which had supplied the sign.

The Society's inspector for the area told the Ethics Committee that the sign had been supplied by the Enterprise group. It bore a caricature of a "dispenser" with an orange face, and three carboys, in purple, green and red.

A pharmacist who would have to close his pharmacy if his local doctors' surgery closed down is to be informed that he can rent part of his premises to the doctors concerned. The Ethics Committee expressed considerable sympathy with the pharmacist's predicament, and the decision was made by the Council, on the Committee's recommendation, without prejudice and based on the particular facts of the case. The doctors' premises had been wrecked by vandalism and the only suitable alternative accommodation in the area was under the same roof as the pharmacy. Because of a possible breach of the Statement upon Matters of Professional Conduct, the pharmacist had been

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advised to sell a portion of the premises to the doctors concerned. The pharmacist had agreed to do so, but had later written that the doctors were not interested in purchasing.

The Society is to inform the chief pharmacist, Department of Health, that it supports the establishment of a data protection authority, which would be concerned with the confidentiality of personal data handled in computers. The main recommendations of the Government's Data Protection Committee were that a data protection authority should prepare codes of practice defining the rules for collecting, processing or storing personal information, where any part of the system was automatic. It would also require registration by individuals or bodies handling personal data. The authority would be empowered to inspect the operations of data users, investigate complaints about them and enforce compliance with the required standards.

The Department's chief pharmacist is to be told that the Council also supports the principle of registration and a registration fee, but that exemption should be made for bodies keeping records for statutory registration purposes.

The Society is to draw the attention of the Department of Health to ambiguities in the new Medicines (Chloroform Prohibition) Order 1979 and seek clarification of the wording of the Order. The Order appeared to make no provision for manufacturers to obtain chloroform for use in medicinal products or for manufacturers and wholesalers to sell pharmaceuticals which contained over 0.5 per cent chloroform (such as spirit of chloroform and tincture of chloroform and morphine) for use as ingredients in exempted chloroform-containing preparations.

The joint postgraduate school for 1980, on "Toxicological testing methods", will be held from April 14-18, at Chelsea College.

Alcohol in medicines

The Society is to take no further action on the subject of warning labels for medicines containing alcohol. The Council had asked the Proprietary Association of Great Britain and the Association of the British Pharmaceutical Industry to recommend to their members that medicines containing alcohol should be labelled with a statement of the percentage contained.

However, these organisations were opposed to adding further information to labels without good reason. It had consequently been suggested that, as an alternative to the labelling, a list of medicines with an alcohol level above a certain level might be published, and the director of the Society's department of pharmaceutical sciences (Mr S. C. Jolly) had been asked to prepare a paper.

Presenting his paper to the Science Committee's April meeting, Mr Jolly explained that the industry's view was that problems caused by alcohol in medicines were few and did not justify the addi-

tion of further information to labels which already had to carry a great deal of information and which had recently been redesigned at considerable expense to conform to the new labelling regulations. He had considered whether it was possible to fix a concentration of alcohol in medicines below which difficulties would not occur, but because a disulfiram reaction could occur with even very small amounts of alcohol, it had not been possible to do that.

The Committee felt that, on the

whole, patients taking medicines producing a disulfiram-like reaction would be warned that many liquid medicines contained alcohol and be advised to seek a pharmacist's advice before obtaining such medicines. Moreover, the use of such drugs was comparatively small and was declining.

The Committee accepted Mr Jolly's conclusion that the ABPI and PAGB's views appeared to be substantiated. Council agreed that no further action should be taken.

Hospital pay link with civil service increases

Hospital pharmacists are likely to receive similar pay awards to those granted to scientific civil servants this year. Although no offer has been made yet, the management side of the Pharmaceutical Whitley Council agreed last week that hospital pharmacists' increases should be linked to those of the relevant civil service unions.

An ASTMS spokesman told *C&D* that one of these unions recently accepted an increase of 24 per cent payable in three instalments over the year beginning April 1, 1979, and it was hoped that a similar figure would be agreed for hospital pharmacists.

The Guild of Hospital Pharmacists Council agreed at its meeting the previous week that "an increase in pay effective from April 1, 1979 to restore as a minimum the value of the 1975 pay scales" would form the basis of the 1979 pay claim from the staff side of the Pharmaceutical Whitley Council.

A draft paper prepared by the joint secretaries concerning the top posts review was also approved. The paper is to be discussed further by the staff and management sides of the Pharmaceutical Whitley Council before approaching the Secretary of State in an attempt to settle the issue of salaries of grades 4, 5, area and regional pharmaceutical officers, which have been "interim" since 1975.

Council conferred its second honorary vice-presidency upon Mr Jack Fish, to recognise his outstanding services to the Guild over many years. He retired in January from Guild Council.

It was reported that the local ASTMS divisional officer had written to the chairman of the Oxford Regional Health Authority regarding the joint RPhO-APhO post, but a reply had not been received. The East Sussex Area Health Authority, whose APhO post is vacant, had told ASTMS that it did not wish to re-appoint until January 1980 because of the required cutback in management costs, contrary to the RHA's advice. ASTMS had sent a letter to the chairman AHA expressing concern about the delay in re-appointing.

Because of a change of period of

office for Council district members from one year to two years, with four retiring each year, four district members were chosen by drawing lots to serve for a one year period, those being the district members for the south west, north west, north east and one of the two district members for the south east district.

Council elected W. Mott, J. D. Cronin, C. Hetherington and R. M. Timson, as members of the Executive Committee for 1979. They join the recently-elected president, professional secretary and divisional officer (*C&D*, February 24, p233). J. D. Cronin and E. Fullerton were elected to fill the two vacant seats on the staff side of Pharmaceutical Whitley Council and join the president, professional secretary, divisional officer, W. Mott, C. Hetherington and M. Dinwoodie.

The Council discussed the 28 motions carried at the 1979 branch delegates meeting. A number concerning additional leave and payment for unsocial hours were confirmed as existing Council policy and would be negotiated as soon as practicable. Council agreed to determine the views of the membership on the question of a union "closed shop" in hospital pharmacy, by means of a postal ballot at the same time as the 1980 Council elections.

Council supported a motion that Guild members should seek support from their medical committees, management teams and health authorities on the need for an out-of-hours pharmaceutical service and advice to group secretaries will be out. In response to a motion urging Council to formulate a career structure for teacher-practitioner pharmacists, district members were asked to determine the number of pharmacists involved.

Mr Hetherington and Mr Cronin agreed to prepare a discussion paper setting out possible ways in which improvements might be achieved for pharmacists in specialist posts.

The Inland Revenue has agreed that emergency call-out travelling expenses are not taxable provided that such claims on travelling claim forms that are call-out are preceded by appropriate advice and information. The General Whitley

Continued on p588

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CHARLES SCANLAN

6 April 1979

Ronald Salmon Esq MPS
The Editor
Chemist & Druggist
25 New Street Square
London EC4A 3JA

Dear Sir,

I would like to devote this page in The Chemist & Druggist to expressing our appreciation and thanks to all NPA members and their guests who attended the recent NPA/Revlon meetings in London, Manchester and Glasgow.

We would also like to thank the NPA for inviting us to participate in these meetings.

To those who were critical of our services, we confirm our recognition of that problem and guarantee its early solution. To those who helped us with their ideas and suggestions, we are grateful.

To all concerned, we send our best wishes and assurances of continuing, strong and positive support from Revlon for the Independent Chemist, with the intention to improve our communications, information and advice.

Yours faithfully,



MANAGING DIRECTOR

LETTERS

Contract sanction must be selective

Before we all go overboard in a frenzy of self-righteous zeal at the prospect of total withdrawal from the NHS contract, can our city gents spare a moment to think of the consequences for rural chemists?

If I resign the NHS contract then my one-mile limit no longer applies and the local doctors will expect, and be expected, to dispense for all their patients. When I come to re-apply for a new contract, the Clothier conditions may prevent my being granted one on the grounds that this is now a totally doctor-dispensing area.

Worse, those doctors who do not now dispense will begin to do so, some because only the Clothier standstill has prevented them and others because their patients need the service and will transfer elsewhere if they do not get it. Nor would this situation be confined to villages: there are dispensing doctors who have surgeries in towns like Caernarfon, for example.

Surely a selective withdrawal in one major urban area is better, with the rest of us contributing to a fund to make good the income of those who had resigned the contract. A graded response of this kind is also more likely to keep the public sympathy, and its gradual extension to one conurbation after another would serve to keep our action in the news, with no-one knowing if it is going to be their town next.

R. Gartside
Caernarfon, Gwynedd

A 'con'?

I would like to endorse all the views expressed by Clive Caplan of Yeadon in *C&D* March 28. I came away from the Revlon/NPA meeting in Glasgow last week in much the same frame of mind—and thought the NPA had been well and truly conned by Revlon.

Contrary to the printed invitation from the NPA, the evening was *not* geared to the independent chemist and Revlon

made very sure that questions could not be asked. We were subjected to a long and boring film show featuring Revlon store merchandising, both in this country and abroad, along with a tedious dissertation on the excellence of Revlon products. In the first half-dozen slides we saw the true hall-mark of Revlon trading: "Counter Intelligence . . . point no. 3. Allow your client to try and to experiment with the product . . ." The latest display stand we have received for Natural Wonder with its many shades of lipsticks, blushers, eye shadows, etc, has not one tester or room for same.

We were asked to raise our questions or queries with the executive member concerned during the very excellent buffet provided. This I found almost impossible to do as the hierarchy barricaded themselves securely in the buffet alcove. When I tried to find one franchise manager I was told he had left. All

typical Revlon "aggro"! But it was a "lovely" party and luckily I had not travelled 170 miles and back to attend it—I was in Glasgow at the time.

Ella Forrester
Forres, Morays

BP Cited

She was a gentle old soul, all of 83 years and yet quick witted and spry. She came in regularly every Friday when she would peruse and buy various catarrh remedies. On one occasion, and very modestly, she ventured a mild complaint. "I've been reading the ingredients of your catarrh preparations and one name keeps cropping up—BPC. Lately I've noticed my sight is gradually getting worse and I've come to the conclusion that it must be due to all this BPC I've been taking."

W. J. Robinson
Bolton, Lancs.

COMPANY NEWS

Fisons' good year

The pharmaceutical division of Fisons Ltd again had a good year with sales increasing by 22 per cent to a record of £68m. Profits in this division contributed 40 per cent of the group total, although profits in the division increased by only 7 per cent, particularly due to the weak dollar. The chief executive, Mr R. Bounds, in his review said, that the expansion of the uses of sodium cromoglycate, benefited sales substantially. He said the company was still trying to persuade the Government that it was in the national interest to extend the 20-year patent life to all existing pharmaceutical patents and that the licences of right provisions in the new UK Patents Act 1977 should be repealed. The pharmaceutical division received its second Queen's Award in 1978, this time for exports.

The group as a whole achieved a record sales level of £348m, a 19 per cent increase on 1977. Profit before tax was £22.9m, an increase of 12 per cent. There was an increase of 6 per cent on earnings per share but return on capital employed showed only a slight improvement on 1977.

Briefly

A. A. Supply Co Ltd, Wembley, Middlesex have changed their name to **Coffee HAG (UK) Ltd**, bringing it into line with the parent company Kaffee HAG GmbH, Bremen, West Germany.

Appointments

Beatson Clark & Co Ltd: Mr Bernard Smith has been appointed personnel manager, Mr Peter Moran, assistant to the managing director, and Mr Michael Godber, company accountant.

French of London: Mr Brian Sellars, has been appointed northern area sales representative. He was previously with G. B. Kent & Co Ltd for nine years and, before that, with Wella.

Janssen Pharmaceutical Ltd: Mr Ronald Levin, FPS, managing director has been appointed deputy chairman with special assignments in corporate development. Mr J. Duncan McIntyre, marketing director, has been appointed general manager.

Bristol-Myers Co Ltd: Mr Clive Challoner has been appointed production director for the UK and Ireland. Mr Challoner, a chemical engineer, joins the company from Procter and Gamble Ltd, where he held various senior positions. He was responsible for a number of production and service assignments in the UK and Europe, latterly as operations manager.

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Firmer prices

London April 18: Market prices firmed this week with the Chinese Fair starting, and reports of Brazilian crop shortages. Ipecacuanha, in particular, is in short supply.

The Easter holiday reduced buying activity and Indian spices, notably cumin, fell due to good crops and lack of buying interest. Ceylon prices have increased at source. As predicted in this column last week, vitamins A and E have been subject to a worldwide increase while British thiamine has finally risen after being held down for as long as possible.

Pharmaceutical chemicals

Ascorbic acid: (Per kg) from £5.94 for British material in 25-kg lots down to £4.95 for imported in 1-ton lots.
Biotin: Crystals £5.34 per g, £5.13 in 50-g lots.
Calcium ascorbate: £7.28 kg in 5-kg pack.
Calcium pantothenate: £8.31 kg in 25-kg lots.
Cyanocobalamin: (Per g) £1.78 in 100-g lots.
Folic acid: (kg) £57 kg in 1-ton lots.
Nicotinic acid: £4.51 kg in 50-kg lots.
Nicotinamide: £4.56 kg in 50-kg lots.
Pentobarbitone: Less than 100-kg £18.59 kg sodium £14.87.
Phenobarbitone: in 50 kg lots £8.87 kg sodium £8.48.
Phosphoric acid: BP sq 1.750 £0.4313 kg in 30 drum lots minimum.
Phthalylsulphathiazole: 50-kg lots £7.65 kg.
Pilocarpine: Hydrochloride £328 per kg, nitrate £308.
Physostigmine: Sulfate £2.48 per g, sulphate £3.17 in 100-g lots.
Potassium acetate: BPC £0.95 kg (50-kg lots).
Potassium ammonium tartrate: £1.55 kg in 50-kg lots.
Potassium bitartrate: £730 per metric ton.
Potassium citrate: Granular £879 per metric ton, powder £894.
Potassium diphosphate: BPC 1949 in 50-kg lots granular £1.90, kg powder £1.88.
Potassium hydroxide: Pellets BP 1963 in 50-kg lots £1.379 kg, sticks not offered technical flakes £0.4577.
Potassium nitrate: BP £0.94 kg for 50-kg drums.
Potassium phosphate: monobasic BPC 1949, £1.22 kg in 50-kg lots.
Potassium sodium tartrate: £832 per metric ton.
Pyridoxine: (Per kg) £27.86 kg in 5-kg lots.
Riboflavin: (Per kg) £32.69 in 10-kg packs diphosphate sodium £81.75 in 5-kg.
Succinylsulphathiazole: £9.80 kg in 1-ton lots.
Sulphacetamide sodium: BP £7.25 kg for 50-kg.
Sulphadiazine: BP £5.60 kg in 1-ton lots.

Sulphadimidine: One-ton lots £8.15 kg for imported.
Sulphamethizole: £9.60 kg in 1,000-kg lots.
Sulphaquinoxaline: BVetC £10.27 kg, sodium salt £11.69 kg both in 500-kg lots.
Sulphathiazole: BP 1973, £7.30 kg in 1-ton lots.
Tartaric acid: £770 per metric ton.
Tetracycline: Hydrochloride £16.90 kg oxytetracycline £19 in one ton lots.
Thiamine: Hydrochloride mononitrate 1 kg £21.37, 5 kg £20.07, 25 kg £19.37.
Tocopherol: DL alpha 1 kg £20.42 5 kg £18.42.
Tocopheryl acetate: Per kg 1 kg £17.60 5 kg £16.35 25 kg £15.60 powder 25 1 kg £17.21 5 kg £15.96 25 kg £15.21 in 25-kg pack 50 absorbate or spray-dried 1 kg £14.55, 5 kg £13.29 25 kg £12.54.
Vitamin A: (Per kg) acetate powder type 325 1 kg £15.97 5 kg £13.97 type 500, 1 kg £15.97 5 kg £13.97 Palmitate oil 1 miu 1 kg £19.68, 5 kg £17.68 water-miscible 1 kg £6.75 6 kg £4.75.
Vitamin D2: Type 850 £55.50 kg.
Vitamin E: See tocopherol acetate.

Crude drugs

Aloes: Cape £1,080 ton spot £1,050, nominal cif, Ceylon nominally £2,150 cif, no spot.
Balsams: (kg) Canada Unchanged at £12.70 afloat £12.70, **Costa Rica** £2.95 spot £2.80, cif.
Peru: No spot £9.65 cif, **Tolu:** £5.50 spot.
Benzoin: £191, cwt cif.
Buchu: Leaves £1.20 kg spot, £1.20 cif.
Cascara: £1.100 metric ton spot £1,060 cif.
Cherry bark: Spot £1,070 metric ton shipment £9.60.
Cloves: Madagascar Zanzibar £4,150 metric ton spot, £3,945, cif.
Dandelion: Spot £1,980 metric ton spot £1,780 shipment.
Gentian root: £1,790 metric ton spot £1,770 shipment.
Henbane: Niger £1,450 metric ton spot £1,430 cif.
Hydrastis: No spot, £27.20 kg no cif.
Ipecacuanha: (kg) Costa Rican, spot £12.20 kg nominal, no cif.
Kola nuts: £440 metric ton spot, £350 cif.
Lemon peel: No spot, £1,000, cif.
Liquorice root: Chinese £500 Russian £490 metric ton spot. Black juice £1.65-£1.90 kg spot.
Menthol: (kg) Brazilian £7.00 spot £8.20-£8.90 cif, Chinese £8.30 in bond £6.70, cif.
Pepper: (metric ton) Sarawak black £975 spot, £1,675 cif, white £1,475 spot £2,600, cif.
Quillaia: Spot £1,015 metric ton, £725, cif.
Senega: Canadian £9.15 kg spot, £9.10 cif.
Seeds: (metric ton cif) Anise China £870 for shipment Celery Indian £460 Coriander Moroccan £210 Cumin Indian (March-April) £8.75, other sources not available. Fennel Indian £450 Iranian not available Fenugreek Moroccan and Indian £245.
Turmeric: Madras finger £490 metric ton, cif.
Valerian: Dutch £1,820 metric ton spot £1,750, cif Indian £1,170 spot £1,120 cif.
Witchhazel leaves: £2.00 kg spot £1.85, cif.

Essential and expressed oils

Almond: Sweet in drum lots £1.35 kg duty paid.
Anise: (kg) Spot £15.50 shipment £14.50, cif.
Bay: West Indian £11.50 kg spot, £10.75, cif.
Bergamot: unavailable.
Bois de rose: Spot £6.25 kg; shipment £6.25, cif.
Buchu: South African £125 per kg spot, English distilled £185.
Cade: Spanish £1.50 kg nominal.
Camphor white: £0.90 kg spot £0.84 cif.
Cananga: Indonesia £13.50 kg spot £13.50, cif.
Cardamom: English distilled £270 kg.
Cassia: Spot unavailable, shipment £36.50 cif.
Cedarwood: Chinese £1.50 kg spot £1.16, cif.

Cinnamon: Ceylon leaf £2.80, kg spot £2.18, cif. Bark, English-distilled £150.
Citronella: Ceylon spot £2.25 kg, £1.70, cif. Chinese £3.25 nominal spot, no cif.
Clove: Madagascar leaf, £2.65 kg spot, shipment £2.53, Indonesian £2.40 spot and cif English-distilled bud £38.75.
Coriander: Russian about £20.50 kg.
Eucalyptus: Chinese £1.68 kg spot nominal £1.80, cif.
Fennel: Spanish sweet £10 kg spot.
Geranium: Bourbon £45.50 kg spot £45.25, cif.
Ginger: Chinese £39.80 kg spot and cif, English-distilled £95.
Lavender spike: £13.50 kg spot.
Lemon: Sicilian best grades about £15.25 kg in drum lots.
Lemongrass: Cochin £6.40 kg spot nominal £5.50 cif.
Lime: West Indian £11.85 kg spot.
Mandarin: Spot £25 kg.
Nutmeg: East Indian £9.75 kg spot £9, cif, English-distilled £18.
Olive: Spanish £1,380 per metric ton in 200-kg drums ex wharf, Mediterranean origin £1,370.
Orange: For shipment Florida £0.60 and Israeli £0.62.
Origanum: Spanish 70 per cent £7.80 kg nominal.
Palmarosa: Spot £16.50 kg £15.75, cif.
Patchouli: Chinese £11 kg spot, £10.25, cif.
Pennyroyal: From £10 per kg spot.
Pepper: English-distilled ex black £140 kg.
Peppermint: (kg) Arvensis-Brazilian £4.90 spot £4.90 kg Chinese £3.60 spot, £3.55, cif Piperita American from £11 spot £10.30, cif.
Petitgrain: Paraguay spot £5.80 kg shipment £5.40 spot £5.75.
Rosemary: £6.50 kg spot.
Sassafras: Brazilian £1.90 kg spot £1.75, cif.
Sandalwood: Mysore £70 kg spot East Indian £57.50 spot.
Spearment: (g) American £6.50 spot, £6, cif Chinese £9.75 spot and cif.
Thyme: Red 55 £16 kg spot.
Vetivert: Java £20.65 kg cif.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press.

COMING EVENTS

Monday, April 23

North Metropolitan Branch, Pharmaceutical Society, Coram lecture theatre, School of Pharmacy, at 8 pm. Speaker from the General Dental Council on 'Current advances in dental treatment and dental aids'.

Tuesday, April 24

Lanarkshire Branch, Pharmaceutical Society, Nurses recreation hall, Strathclyde Hospital Motherwell, at 8 pm. Annual meeting.

Leicestershire Branch, Pharmaceutical Society, Postgraduate medical centre Royal Infirmary Leicester, at 8 pm. Annual meeting.

Northumbrian Branch, Pharmaceutical Society, Swallow Hotel, Newgate Street Newcastle at 8 pm. Annual meeting, followed by wine sampling and slide talk by Dr P. Boreham (Imperial College field station) on 'A scientific safari to Africa'.

Nottingham Branch, Pharmaceutical Society, Postgraduate medical centre City Hospital Hucknall Road Nottingham at 8 pm. Annual meeting.

Wednesday, April 25

Analytical division, Chemical Society, Southend College of Technology, Carnarvon Road Southend at 10.30 am. Subject 'Chromatography in pharmaceutical and forensic analysis'.

Crawley, Horsham & Reigate Branch, Pharmaceutical Society, Committee room Crawley Hospital Crawley, Sussex, at 8 pm. Annual meeting.

Sheffield Branch, Pharmaceutical Society, Lecture theatre, New Medical School, Beech Hill Road, at 8 pm. Joint meeting with local BMA, BDA and optical associations. Bryan Sage on 'Arctic conservation and exploration'.

West Metropolitan Branch, Pharmaceutical Society and National Pharmaceutical Association, Great Western Royal Hotel Praed Street, London W2, at 7.15 pm. Mr A. J. Clatworthy on 'Drugs and poisons: the work of the Metropolitan police laboratory'.

Thursday, April 26

Hull Branch, Pharmaceutical Society, Postgraduate centre, Hull Royal Infirmary, at 8 pm. Annual meeting.

Society of Cosmetic Scientists, Parkway Hotel, Otley Road, Lawnswood, Leeds 16, at 7 pm. Dr D. M. Williamson (Pontefract General Hospital) on 'Reactions in the skin induced by external agents'.

Friday, April 27

Croydon Branch, Pharmaceutical Society, Greyhound Hotel, Park Lane, Croydon, at 8 pm. Annual meeting followed by discussion of branch representatives motions.

Guild Council

Continued from p585

Council's management side has refused to consider revising car allowances until further information is gathered. As a result the staff side has asked the staff sides of the Functional Whitley Councils whether they would be prepared to stop using private cars for NHS business for one week in the future. Guild Council agreed to support this proposal.

Council agreed its formal reply to the Technician Education Council, indicating its strong support for the proposed certificate. It also supported, as a rider, the proposal from the Society of Apothecaries working group for a two-tier programme incorporating a core of units, similar to the current Society of Apothecaries certificate, followed by an optional further period of study to complete the full FFC certificate. Mr R. M. Timson, Council's representative on the working group, indicated that such a two-tier

proposal would not conflict with Council's submission to TEC and would take account of the apparent demand from general practice pharmacists for an alternative to FFC.

Council expressed concern that draft proposals concerning registration of hospital manufactured products, under the terms of the Medicines Act, had not been submitted to the Guild for comments. It was agreed that a letter be sent to the Department.

Council accepted an offer from Mr V. Fenton May, district member for Wales, on behalf of the South Wales Group, to host the 1980 day conference at the University Hospital of Wales, Cardiff.

Professor S. S. Davis was elected chairman of the Education & Science Committee which met on April 6. Professor J. M. Newton was welcomed to the Committee, as the second representative from schools of pharmacy. The theme for the Guild's day session at Interphex 1980 was agreed as "Micro-processor technology in hospital pharmacy".

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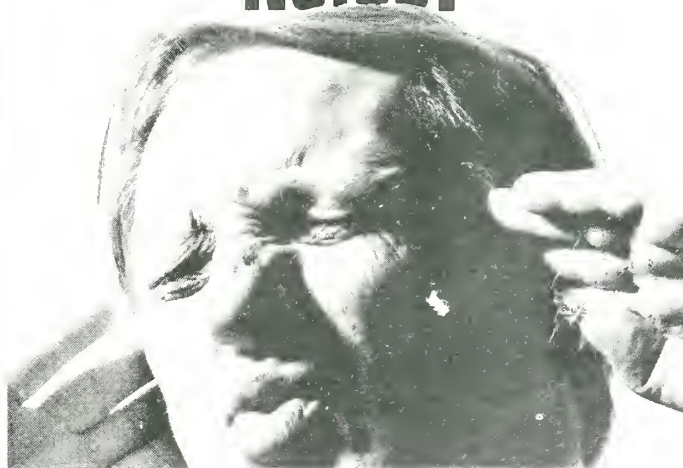
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